SPONSOR REPORT #NCWINE DIGITAL MEDIA SUMMIT

JOE BROCK
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NC WINE GUYS || FREE RUN, LLC

#NCWINE DIGITAL MEDIA SUMMIT

ABOUT THE SUMMIT

This purpose of this conference is to connect wineries and vineyards with local Digital Media experts and influencers. Our first event was held in 2018 and starting in 2023, we will hold the event every other year.

There are two goals of the Summit:

- Promote the brand of #NCWine
- Educate the NC Wine Industry on the importance of having a strong digital presence

SUMMIT EVENTS

The Summit educational sessions take place on a Monday. The schedule runs from 9AM and wraps up by 4PM.

In addition to the Monday session, we offer a Pre-Summit Wine Tour Excursion and Wine Dinner on the Sunday before the main event.

Tickets for all events are open to both industry professionals and digital media experts and influencers.

CONTENT & SPEAKERS

Each year, the Summit has a theme for the content and speakers. Our goal for each summit is to find engaging speakers to talk about topics of interest to the industry and digital media attendees.

In the past, sessions included topics such as engagement metrics, creating press releases, optimizing content for SEO, building a digital community, and wine education. Trends change over time so we're always looking for new topics each year!

NEXT STEPS

For more information please contact us:
Matt Kemberling & Joe Brock
events@ncwineguys.com

2023 IN REVIEW

50
ATTENDEES

ATTENDEE COUNT

Selecting the Hendersonville, NC region allowed attendees to visit a new wine region.
50 attendees joined us in 2023.

707,225
FOLLOWERS

FOLLOWER COUNT

Our total follower count for all attendees reached 707,225 people. This number represents the potential reach of all attendees sharing #NCWine with their followers.

2/4
SPEAKERS/SESSIONS

NUMBER OF SPEAKERS/SESSIONS

Over the course of the day, we had 2 speakers delivering engaging content on building our community. We introduced 2 interactive sessions to enhance networking opportunities.

2025 SUMMIT

LOCATION

The 2025 #NCWine Digital Media Summit will take place at Childress Vineyards in Lexington, NC. Childress Vineyards and Lexington, NC are centrally located in the state offering a mid-point for attendees. The facilities at Childress Vineyards are expansive which allows the Summit to take place without interrupting their daily operations. We'll be in the barrel room which is a cozy setting with barrels in the background.

AGENDA

This is our first year moving to an every-other-year format. For 2025, we have been looking for speakers to deliver highly engaging topics that are essential for both industry professionals and digital media influencers.

We will also have another interactive networking session to leave attendees with something to work on after the Summit ends.

Featured Speaker

Felicia Trujillo

Founder & CEO Food Seen

Interactive Session

Industry and Media Attendees interact in a speed dating style session

SPONSORSHIP

We're seeking sponsorship for the #NCWine Digital Media Summit to keep the cost of the tickets at a more affordable price tag. We will use sponsorship funds to help with the following:

- Catered food and related fees
- Speaker fees and incentives
- Event program, marketing materials, and attendee giveaways
- Pre-summit events, wine tours, and other tourism related expenses

If you are interested in sponsoring this event or have an idea how you can help, please email us or visit the link below:

events@ncwineguys.com

Joe Brock & Matt Kemberling
Free Run LLC / NC Wine Guys
1674 Ashmead Lane
Clemmons, NC 27012

Dear Potential Sponsor,

We are thrilled to share that the #NCWine Digital Media Summit continues to be a resounding success! Last year, we moved out of the Yadkin Valley and headed to Hendersonville, NC, with our host location being Burntshirt Vineyards. This year, we are excited to announce that we will be heading to Lexington, NC, with Childress Vineyards as our host location. Lexington and Childress Vineyards are centrally located, making it an ideal venue.

To continue building on our success, we are seeking your support. By sponsoring the #NCWine Digital Media Summit, you will help reduce ticket costs for attendees and support our mission to connect key social media influencers with the North Carolina wine industry. Our goal is to promote the North Carolina Wine brand and ensure consistent messaging across the industry.

Sponsorship Level	*Giving Amount*	*What do you get?*
Cuvée	**$100 - $249**	• Free Admission to the event • Inclusion in event program & website
Estate Grown	**$250 - $499**	All Cuvée benefits plus: • Signage at the event • Social media shout-out before and after event
Reserve	**$500 - $999**	All Estate Grown benefits plus: • Recognition by event speakers during opening & closing
Grand Reserve	**$1,000 - $4,999**	All Reserve benefits plus: • Opportunity to speak at a special Grand Reserve Sponsor's session during event • Inclusion of logo on all printed materials
Premier Level	**$5,000+**	All Grand Reserve benefits plus: • Prominent logo placement on event materials • Recognition as key organizing sponsors

These levels are only a guide as any donation will be greatly appreciated. You can make your donation by going to ~~https://bit.ly/SponsorNCWine2025~~ or you can contact us for other options.

Thank you in advance for your sponsorship! We hope to see you at this year's Summit!

Sincerely,

Joe Brock & Matt Kemberling
Joe: 336-262-3387, Matt: 607-725-0904
Email: events@ncwineguys.com