



# **SPONSOR REPORT 2019 #NCWINE BLOGGER SUMMIT**

**NC WINE GUYS & FREE RUN, LLC  
JOE BROCK  
MATT KEMBERLING**



**75**

**+200% FROM 2018**

### **2019 ATTENDEES**

Our numbers grew from 25 attendees in 2018 to 75 in 2019. The goal is to reach 100 for 2020.

**421,351**

**+319% FROM 2018**

### **2019 FOLLOWER COUNT**

Our total follower count for all attendees reached 421,351 people. Last year was at 100,508. We plan for 700,000 for 2020.

**5**

**+150% FROM 2018**

### **2019 NUMBER OF SESSIONS**

This year we held 5 interactive sessions compared to 2 from 2018. The plan for 2020 is 4 high-quality & immersive sessions.

# 2020 SUMMIT PREVIEW

## LOCATION

**The 2020 #NCWine Blogger Summit will be held at the Shelton-Badget NC Center for Viticulture & Enology Center (SBVE) at Surry Community College.**

The center serve as a hub for viticulture research and education for the entire Southeast. We are excited to be at the SBVE for 2020 as this facility offers many amenities that will help elevate the summit even further.

## AGENDA

The theme for 2020 is '**Tell Your Story**'. We've lined up four excellent speakers who will each dive into a unique aspect in this theme. Throughout the day we'll be working on a project that aligns with the theme so that participants will have something to take with them at the end of the day.

**Neha Shah**

Mastering the Media Kit

**Bob Aycok**

Tell Your Story through Social Media

**Allison Eckley**

New School PR

**Jenn Nelson**

Tell Your Story Interactive Project

# SPONSORSHIP

**We're seeking sponsorship for the 2020 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

**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](mailto:events@ncwineguys.com)

<https://gofundme.com/2020-ncwine-blogger-summit>

Joe Brock & Matt Kemberling  
Free Run LLC / NC Wine Guys  
123 Colville Rd  
Mooresville, NC 28117

December 30, 2019

Dear Potential Sponsor,

The North Carolina Wine Bloggers' Summit is in its third year running. The purpose of this event is to connect wineries and vineyards with local bloggers to increase awareness of North Carolina Wine and promote a consistent brand image. We're looking to raise \$2,000 to help support with operating expenses of the conference.

**We can't meet our goal without the help of people like you and that's why we're writing.**

Would you consider making a donation to help sponsor our event? By giving to the North Carolina Wine Blogger's Summit, you'll help reduce the ticket cost for attendees and will support the mission to introduce North Carolina Wine to people who may not have experienced it before.

**We have the following sponsorship levels available to help guide your decision:**

<i>Sponsorship Level</i>	<i>Giving Amount</i>	<i>What do you get?</i>
<i>Cuvée</i>	<b>\$100 - \$149</b>	Free admission to the event <ul style="list-style-type: none"><li>• Inclusion in event program &amp; website</li></ul>
<i>Estate Grown</i>	<b>\$150 - \$249</b>	All Cuvée benefits plus: <ul style="list-style-type: none"><li>• Signage at the event</li></ul>
<i>Reserve</i>	<b>\$250 - \$499</b>	All Estate Grown benefits plus: <ul style="list-style-type: none"><li>• Recognition by event speakers during opening &amp; closing</li></ul>
<i>Grand Reserve</i>	<b>\$500 +</b>	All Reserve benefits plus: <ul style="list-style-type: none"><li>• Opportunity to speak at a special Grand Reserve Sponsor's session during event</li><li>• Inclusion of logo on all printed materials</li></ul>

These levels are only a guide, any donation will be greatly appreciated. You can make your donation by going to <https://www.gofundme.com/f/2020-ncwine-blogger-summit> or you can contact us for other options. Our contact information is below.

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

Sincerely,

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