Program Description and Sponsorship Opportunities

Wine Executive Program

From Grape to Table

March 22-27, 2015

UC Davis Campus
Davis, CA
Wine Executive Program

Presented by the Graduate School of Management and Department of Viticulture & Enology, the UC Davis Wine Executive Program is uniquely designed to teach the fundamentals of winemaking and management skills necessary to be profitable in today’s challenging and dynamic wine industry. Sessions are tailored to help industry leaders grow their businesses by expanding on such topics as building one’s financial acumen and expanding a company’s current marketing and branding strategies. In addition, participants will be exposed to the latest state-of-the-art technologies and processes for making and selling wine as demonstrated in the world’s first LEED platinum winery at the UC Davis Department of Viticulture and Enology.

Participants will develop relationships with other key wine industry leaders that will continue long after the program ends. Almost 800 wine industry executives have attended this unique and informative program over the past fourteen years. Don’t miss the opportunity to get your name in front of them. Become a sponsor today!

Leveraging the Expertise of Executive Education at the UC Davis Graduate School of Management and the UC Davis School of Viticulture and Enology

For the past 14 years, we have partnered with the School of Viticulture and Enology to deliver The Wine Executive Program, one of the most exciting and well received Executive Education programs offered for the wine industry. Attendees have consistently referred their colleagues to our program and given it high marks for the quality of the curriculum, the world-class faculty and the excellent networking opportunities. The Wine Executive Program has consistently sold out, and we are sure this year will be the same.

The Audience

Since the UC Davis Graduate School of Management and the Department of Viticulture and Enology joined forces to create the Wine Executive Program in 2001, it has drawn wine industry decision-makers from major wine making regions of the world, including 27 U.S. states, France, England, Italy, Australia, China, Chile, Argentina, South Korea, Japan, Canada and the Philippines.
Specifically designed to teach the fundamentals of winemaking and management skills necessary to be profitable in the challenging wine trade, the innovative program is tailored for middle and senior managers from wineries and vineyards of all sizes, industry suppliers, distributors, financial institutions, service providers and affiliated businesses. Investors, developers, entrepreneurs and those looking to enter the wine business also benefit greatly from the program.

Below are just a few companies that have sent attendees to the program:

- Amcor
- American AgCredit
- Ardagh Group
- Arrowhead Vineyards & Winery
- Beringer Blass Wine Estates
- Biltmore Estate Wine Company
- Brown-Forman
- Buena Vista Winery, Inc.
- Constellation Brands
- Cakebread Cellars
- Canandaigua Wine Company
- Caribbean Wine Institute
- CIT Business Credit
- The Charmer-Sunbelt Group
- Clos Du Bois Winery
- Columbia Crest Winery
- Constellation Brands
- D’Agostini Vineyards
- Delicato Family Vineyards
- Deutsche Financial Services
- Domaine Chandon
- Dry Creek Vineyard
- Duckhorn Vineyards
- E. & J. Gallo Winery
- Early Mountain Vineyards
- Epic Wines
- Evans & Tate, Ltd.
- Far Niente Winery
- First Republic Bank
- Golden State Vintners
- Hahn Family Wines
- J. Lohr Vineyards
- King Estate Winery
- Knudsen Vineyards
- Kobrand Corporation
- Ma(i)sonry Napa Valley
- Mumm Napa Valley
- Netofa Winery
- Nickel & Nickel Winery
- Niebaum-Coppola Estate Winery
- Nomacorc
- O’Neill Vintners and Distillers
- Opus One Winery
- Owens-Illinois
- Paraiso Vineyard
- Pescadero Creek Vineyard
- Pulsair Systems, Inc.
- Rabobank International
- Regal Wine Co.
- Renwood Winery, Inc.
- Robert Mondavi Winery
- Rodney Strong Vineyards
- Seagram Chateau & Estate Wines Co.
- Serra Vineyards
- Silicon Valley Bank
- Southwest Wines
- Stag’s Leap Wine Cellars
- St. Supery Vineyards & Winery
- Treasury Wine Estates
- Trinchero Family Estates
- Trinitas Cellars
- Union Bank of California
- Vinop Farms
- Vineyard & Winery Management
- Washington Mutual Business Bank
- William Grant & Sons Int’l Ltd.
- Wine Business Monthly
- The Wine Group
- Wines & Vines
- Zaca Mesa Winery
- . . . and many more
**Program Sponsorship Opportunities**

*Your sponsorship, less Fair Market Value, is fully tax-deductible.*

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<th>Gold Medal Sponsor</th>
<th>$12,800</th>
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<td><strong>Exclusivity:</strong> We will accept only one organization per industry category* as a Gold Medal Sponsor</td>
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- Two complimentary registrations for qualified corporate staff or affiliates to attend the program and participate in all activities; includes all course materials, education fees and meals for the full program, a $9,600 value.
- Full-color logo representation in all pre-event marketing collateral including trade magazine ads and select digital communications, a hotlink with premium placement on the event website, and a complimentary banner ad on the event website.
- The opportunity to put up to four color pages, no larger than 8.5 x 11, into the program binder and/or swag in the participant gift bags that will be distributed during the program. Sponsor to provide materials or swag.
  - *Fair Market Value of two complimentary registrations is $9,600*
  - Industry categories: Wineries, Vineyards, Suppliers, Distributors, Accounting Firms, Law Firms, Financial Institutions, Media, Cooperages, Marketing, and e-Commerce Companies.

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<th>Silver Medal Sponsor</th>
<th>$6,450</th>
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- One complimentary registration for qualified corporate staff or affiliates to attend the program and participate in all activities; includes all course materials, education fees and meals for the full program, a $4,800 value.
- Full-color logo representation in all pre-event marketing collateral including trade magazine ads and select digital communications and a hotlink on the event website.
- The opportunity to put up to two color pages, no larger than 8.5 x 11, into the program binder and/or swag in the participant gift bags that will be distributed during the program. Sponsor to provide materials or swag.
  - *Fair Market Value of one complimentary registration is $4,800*

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<th>Dinner Sponsor</th>
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- Public recognition and opportunity for brief remarks during the dinner.
- Three complimentary tickets for qualified corporate staff or affiliates to attend the dinner.
- Your full-color logo on specific signage at dinner and on the program website.
- The opportunity to put one color page, no larger than 8.5 x 11, into the program binder and/or swag in the participant gift bags that will be distributed during the program. Sponsor to provide materials or swag.
  - *Fair Market Value of three dinner tickets is $240.*

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<th>Lunch Sponsor</th>
<th>$2,500</th>
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- Public recognition and opportunity for brief remarks during the lunch.
- Two complimentary tickets for qualified corporate staff or affiliates to attend the lunch.
- Your full-color logo on specific signage at lunch and on the program website.
- The opportunity to put one color page, no larger than 8.5 x 11, into the program binder and/or swag in the participant gift bags that will be distributed during the program. Sponsor to provide materials or swag.
  - *Fair Market Value of two lunch tickets is $80.*

**In-Kind Wine Donations are also accepted for this program**

- Your full-color logo on specific signage at any event where your wine is used and on the program website.
  - *Your wine donation is tax-deductible.*