



## 31<sup>st</sup> Annual New Mexico Wine Conference

- March 1, 2012 NMSU Marketing Seminar  
March 2, 2012 Opening Day & “Enchanted Tasting of New Mexico Wines”  
A Tasteful Evening ~ open to the public – Watch for details \$\$  
March 3, 2012 Conference & “New Mexico Gold ~ Gala Wine Dinner”

New Mexico is a fast growing wine-producing region in the United States. As an industry, we annually contribute \$4 million to the state's economy.

The New Mexico Vine & Wine Annual Conference is the premier educational and social networking opportunity for the Southwest grape and wine industry, featuring sessions and workshops for growers and wineries.

The New Mexico Vine & Wine Annual Conference provides tremendous insight into the industry's business dynamics and latest innovations in grape growing and winemaking. It also provides the best opportunity in the Southwest to network with growers and winemakers, and learn the latest in wine and grape research. There is no other conference in New Mexico that provides this type of industry access for both grower and winemaker.

**Would you like to increase your company's profile among these key decision makers?** The 2012 annual meeting offers a number of sponsorships and advertising opportunities for your company. Your company will:

- Affiliate your brand with an event targeting key decision-makers of both wineries and vineyards
- Broaden the grape and wine industry's awareness of your products and services
- Reinforce loyalty of current industry relationships
- Find and network with new, quality consumers
- Gain multi-media exposure

All sponsorship opportunities listed in this packet will receive logo recognition as an official sponsor in the program guide, sponsor signage, and your company logo and link on the Vine & Wine Society and NM Wine Growers website. Don't feel limited by the sponsors listed here – we are always open to new ideas! If you have an interest in a sponsorship not listed here, or an idea that is unique to your business please contact us, we will be happy to work with you.

### **Can't Make It to New Mexico Wine Conference?**

Send the next best thing – your logo with web address and phone number to be strategically placed on sponsored materials throughout this event.

We invite you to be seen. Take advantage of our **Sponsorship Opportunities** so you'll be sure to see your company name all over the New Mexico Wine Conference!

For more information, please give us a call or visit our website at [www.vineandwine.org](http://www.vineandwine.org)

We look forward to seeing you in Albuquerque.

Tosh Remchuk  
505-221-0791  
NMV&WS Board Member  
Conference Committee Member

Jeanine Chavez Eden  
575-202-8728  
NMV&WS Secretary  
Conference Committee Member

## 2012 Sponsorship Opportunities

**GIFT BAG** \$ 775.00

Your business name and logo on the bag



**GOLD** \$ 725.00 Limited to 4

¼ page color ad in program promoting your business

Premier location for sponsor table

1 ticket for the conference

2 passes for the Gala Wine Dinner

2 passes for Enchanted Tasting of NM Wines

Marketing bundle insert for the gift bag

Website links on Wine Growers and Vine & Wine Society websites

**SILVER** \$ 575.00 Limited to 4

Your business logo on program

Sponsor table

Luncheon speaker

2 passes for Enchanted Tasting of NM Wines

Marketing bundle insert for the gift bag

Website links on Wine Growers and Vine & Wine Society websites

**BRONZE** \$ 525.00

Your business logo on program

Luncheon speaker

Sponsor table

Marketing bundle insert for the gift bag. Maximum size of inserted piece is 8 x 11 brochure size

Website links on Wine Growers and Vine & Wine Society websites

**LAYNARD SPONSOR** \$ 475.00 Limited to 1

Every attendee will wear your business name around their neck. Need we say more?

**OFFICIAL COFFEE SPONSOR** \$ 425.00

3 Days of repeat exposure!

Your business logo will be featured in black ink on disposable cups

at strategically positioned coffee break stations



### PROGRAM GUIDE ADVERTISING

Our Program Guide is given to everyone as soon as they arrive! The Program Guide includes the schedule, contacts and used as a reference tool throughout the year giving your company repeat exposure months after the conference has ended. Deadline for ad space is January 30, 2011.

### Full Color Premium Placement Ads

Inside Front Cover, Inside Back Cover & Full Bleed Tabs

Back Cover \$ 800.00

Inside Back Cover \$ 600.00

### Regular Color Placement

Half Page (7.25 x 4.6875") \$ 400.00

Quarter Page (3.5 x 4.6875") \$ 300.00

I agree to purchase the sponsorship option(s) listed below for the New Mexico Wine Conference 2012. I understand that all sponsorship opportunities will receive logo recognition as an official sponsor on the Vine & Wine and Wine Growers website linkable to my website's homepage. All artwork will be given appropriate placement on receipt of logo. Any artwork arriving after production deadlines cannot be guaranteed placement.

Sponsored Company Name \_\_\_\_\_

Authorized Representative \_\_\_\_\_

Billing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Mail to:

Pay type: Check  
Credit Card

Card Number \_\_\_\_\_

Expiration \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholders Name \_\_\_\_\_

**2012 Conference Hotel**  
Hotel Albuquerque  
in the heart of Old Town ABQ  
A Heritage Hotel and Resort  
800 Rio Grande Blvd, NW  
[www.hotelabq.com](http://www.hotelabq.com)

