

# CENTRAL COAST *Insights*

The Economic and Financial Conference for the Central Coast Wine Industry

## 2024 SPONSORSHIP PACKAGES

### March 26, 2024

Paso Robles Event Center ~ Paso Robles, California

[CentralCoastInsights.com](https://CentralCoastInsights.com)

Central Coast Insights is presented by **WINE BUSINESS**  
EVENTS

In association with



## Showcase Your Company at Central Coast *Insights* -- the Premier Event Focused on the Financial Issues of the Central Coast Wine Industry

Sponsoring CCI each year is the most effective way to build your brand and show your support for the Central Coast Wine Industry, one of the most important and dynamic regions in the premium wine industry.

If the Central Coast were a state, it would be the state with the second largest number of wineries, behind only California.



June 2023

### Some of the wineries in attendance at the 2023 Central Coast *Insights*

Aaron Wines	E. & J. Gallo Winery	Lucas & Lewellen Vineyards
Alma Rosa Winery	Fess Parker Winery	McPrice Myers Wines
Ancient Peaks Winery	Foxen Vineyard & Winery	Miller Family Wine Company
Cakebread Cellars	Haliotide Wines	Monterey Wine Company
Caliza Winery	HALL Wines	Peachy Canyon Winery
Corbett Canyon Vineyards	Halter Ranch Winery	Scheid Family Wines
DAOU Family Estates	Hope Family Wines	Tolosa Winery
Denner Vineyards & Winery	J. Lohr Vineyards & Wines	Treana Winery, LLC.
Duckhorn Wine Company		

## Position Your Company to Grow with the Central Coast in 2024

Sponsoring 2024 Central Coast *Insights* offers a unique opportunity, because activity is surging on the Central Coast.

- Wineries throughout California are establishing or expanding operations on the Central Coast. In the past few years, E & J Gallo, The Wine Group, O'Neill Vintners and Duckhorn have all made significant acquisitions in the area.
- At the 2023 CCI/WiVi, Cakebread Cellars announced it was launching a Central Coast brand.

While opportunities are growing on the Central Coast, winery decision makers are looking for help meeting their capital needs.

- The acquisition of Silicon Valley and First Republic by larger institutions has wineries wondering if they will be working with a bank that understands the wine industry and is able to deliver the level of attention and service to meet their needs.
- Rising interest rates are causing wineries to re-finance or re-evaluate their borrowing strategies.
- Economic uncertainty has wineries looking for expert guidance on how to prepare their companies financially for a possible recession.

## Sponsoring CCI Now Offers a New Opportunity for Meeting Winery Principals

- CCI/WiVi kicks-off with the Iconic CABs of Paso Robles Tasting at the Allegretto Vineyard Resort. This event is held in partnership with the Paso Robles CAB Collective. Principals from the CAB Collective's 25 member wineries will pour their wines. In 2023, our first year of holding the event, more than 150 industry members attended.
- The Iconic CABs of Paso Robles Tasting is an invitation only event – only winery leaders and CCI/WiVi sponsors are invited to attend.

### Gold, Silver and Bronze Sponsorships to Showcase Your Company at Central Coast *Insights*

*Each Sponsorship includes tickets to the Iconic CABs of Paso Robles Tasting at the Allegretto Vineyard Resort.  
Tickets are not available to purchase.*

Benefits	Gold Level \$5,000	Silver Level \$3,950	Bronze Level \$3,550
Central Coast <i>Insights</i> admission passes & tickets to the Iconic CABs of Paso Robles	four (4)	three (3)	two (2)
WiVi Central Coast session passes (full day of sessions, access to the exhibit halls and lunch). WiVi is the largest gathering of wineries, growers and vendors on the Central Coast	six (6)	four (4)	two (2)
Logo recognition on the Central Coast <i>Insights</i> website, printed program and conference signage	✓	✓	✓
Logo recognition in upcoming issues of <i>Wine Business Monthly</i>	✓	✓	✓
Your business listed in Central Coast <i>Insights</i> conference news releases sent directly to wineries and select email blasts to our extensive wine industry database	✓	✓	✓

## More Opportunities to Showcase Your Company at Central Coast *Insights*

*Each Sponsorship includes tickets to the Iconic CABs of Paso Robles Tasting at the Allegretto Vineyard Resort.  
Tickets are not available to purchase.*

Benefits	Portfolio Sponsor (1) \$5,000	Session Sponsor (6) \$3,950	Lunch Sponsor (1) \$3,500	Breakfast Sponsor (1) \$3,500	Lanyard Sponsor (1) \$3,750
	Logo on Portfolio to be distributed at conference	Company logo displayed on screen before session starts and during breaks Pull up signage at the doors of session room (1 per sponsor) Collateral placed on table near entrance to session room for entire day	Signage in the Lunch Area	Signage in the Breakfast Area	Your Company's Logo on Attendee Lanyards
Central Coast <i>Insights</i> admission passes & tickets to the Iconic CABs of Paso Robles	four (4)	two (2)	two (2)	two (2)	two (2)
WiVi Central Coast session passes (full day of sessions, access to the exhibit halls and lunch). WiVi is the largest gathering of wineries, growers and vendors on the Central Coast	two (2)	two (2)	two (2)	two (2)	two (2)
Logo recognition on the Central Coast <i>Insights</i> website, printed program and conference signage	✓	✓	✓	✓	✓
Logo recognition in upcoming issues of <i>Wine Business Monthly</i>	✓	✓	✓	✓	✓
Your business listed in Central Coast <i>Insights</i> conference news releases sent directly to wineries and select email blasts to our extensive wine industry database	✓	✓	✓	✓	✓

Contract Date: \_\_\_\_\_

## Your Sponsorship Level & Price

Package Level \_\_\_\_\_

Price \$\_\_\_\_\_

## Provide Sponsor Contact Information

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Website URL: \_\_\_\_\_

Thank you for your support of the 2024 Central Coast Insights! Once your contract is finished processing, you will receive an email to provide payment. You will also receive an email with instructions on how to register your staff for the complimentary admission passes.

## Questions? Contact:

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[www.CentralCoastInsights.com](http://www.CentralCoastInsights.com)