

CENTRAL COAST  
*Insights*

The Economic and Financial Conference for the Central Coast Wine Industry

2026 SPONSORSHIP  
PACKAGES

March 11, 2026

Paso Robles Event Center ~ Paso Robles, California

[CentralCoastInsights.com](http://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.

### Number of Wineries



May 2025

### Some of the wineries in attendance at the 2025 Central Coast *Insights*

Alta Colina Vineyard & Winery	Gallo Family Vineyards	Pence Vineyards
Booker / My Favorite Neighbor	Glenrose Farm & Vineyards	Phase 2 Cellars/Tolosa Winery
Brave & Maiden Estate	Groundstar Vineyard	Presqu'ile Winery
Castoro Cellars Vineyards & Winery	Hope Family Wines	Riboli Family Wines
Clos Soléne	J. Lohr Vineyards & Wines	Scheid Family Wines
Coakley Vineyard	Laetitia Vineyards & Winery	Summerwood Winery & Inn
Corbett Canoyon	Lucas & Lewellen Vineyards	The Duckhorn Portfolio
Cutruzzola Vineyards	Martin Ray Vineyards & Winery	Turley Wine Cellars
Fess Parker Winery	Miller Family Wine Company	Vina Robles Vineyards & Winery
Folktale Winery & Vineyards	O'Neill Vintners & Distillers	Wilson Winery
Foxen Vineyard & Winery	Opolo Vineyards	Zaca Mesa Winery

## Sponsoring 2026 Central Coast Insights offers a unique opportunity to meet Winery Principals at the Iconic CABs of Paso Robles Tasting

Principals from the CAB Collective's 25-member wineries will pour their wines.



*Photos from 2025 Iconic CABs of Paso Robles Tasting*

The Iconic CABs of Paso Robles Tasting is an invitation-only event – only winery leaders and CCI/ WiVi sponsors are invited to attend.

This intimate event enables CCI sponsors to connect with winery principals and leaders.

## The Central Coast Wine Industry Is Thriving

Sales of Central Coast wines are surging.

- Paso Robles brands in the off-premise channel with sales of more than \$100,000 annually

2019	2023	Change
95	125	+32%

New brands are being launched and M&A activity is increasing.

- Large wineries launching new Central Coast-based brands include:
  - Cakebread, Deutsch, JaM Cellars, Terlato, Treasury and Trincherro
- Wineries making Central Coast acquisitions:
  - In the past few years, Duckhorn, Gallo, O'Neill Vintners, Riboli, Treasury and The Wine Group have all made significant acquisitions.

Attendance at Central Coast *Insights* is growing.

- The number of attendees has increased by 33% since 2022.

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.

## 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 \$5,050	Silver Level \$3,975	Bronze Level \$3,650
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>WineBusiness 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	Bottle Bash Sponsor (1) \$5,100	Padfolio Sponsor (1) \$5,050	Lanyard Sponsor (1) \$3,850	Lunch or Breakfast Sponsor (1) \$3,550
	Signage at Bottle Bash event	Logo on Padfolio to be distributed at conference	Your Company's Logo on Attendee Lanyards	Signage in Lunch or Breakfast area
Central Coast <i>Insights</i> admission passes & tickets to the Iconic CABs of Paso Robles	four (4)	four (4)	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)
Logo recognition on the Central Coast <i>Insights</i> website, printed program and conference signage	✓	✓	✓	✓
Logo recognition in upcoming issues of <i>WineBusiness 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 2026 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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