



MICHIGAN WINE COLLABORATIVE

MEDIA KIT 2023

WWW.MICHIGANWINECOLLABORATIVE.COM

269-615-8739

INFO@MICHIGANWINECOLLABORATIVE.COM



MI WINE COLLABORATIVE

2023 MEDIA KIT

The Michigan Wine Collaborative specializes in promoting, marketing, and supporting the Michigan wine industry. We do this through cultivating and maintaining relationships with media organizations, freelance writers, and social media engagement. We also strategically choose event opportunities to expand the reach of our winery and vineyard members and to grow the brand of Michigan wine as a whole.

EVENTS



AS SEEN IN

WINE ENTHUSIAST



The Detroit News

MWC INITIATIVES

- ✓ Marketing & Promotion
- ✓ Inclusion & Diversity
- ✓ Workforce Development
- ✓ Sustainability
- ✓ Community Building & Expansion

LET'S COLLABORATE!

Help us with our initiatives AND yours by joining or sponsoring our organization TODAY!

✉ Info@MichiganWineCollaborative.com

🌐 MichiganWineCollaborative.com

👥 160 Members

🌐 4K Social Media Followers

✉ 5K Contact List

Major Sponsors



WHO WE ARE

The MI Wine Collaborative is made up of a wide variety of wine professionals and enthusiasts from all sectors of the wine industry. Our members include wineries, growers, suppliers & vendors, researchers & educators, government officials, retailers, hospitality, media, and MORE! We are big into the idea that MI wine is for everyone and there is room for everyone. Let's grow the industry, together.

OUR MISSION

TO SERVE AS THE FLAGSHIP AMBASSADOR FOR THE MICHIGAN WINE INDUSTRY BY AMPLIFYING THE MICHIGAN BRAND, PROVIDING RESOURCES, AND FOSTERING CONNECTION FOR THE WINE COMMUNITY.

ABOUT US

DEMONSTRATED COMMITMENTS TO SUSTAINABILITY, INCLUSIVITY, DIVERSITY AND WORKFORCE DEVELOPMENT

SPECIALTIES

MARKETING & PROMOTION

INDUSTRY OUTREACH & NETWORKING

INNOVATION OF INDUSTRY STANDARDS AND LEADERSHIP

Vintage Michigan Wine Club

Consumer outreach is handled through MWC's Vintage Michigan Wine Club. Vintage Michigan is the only wine club that lets you explore the full range and variety of Michigan wines with just a single membership. With over 4000 members this entity is used to help drive traffic to participating tasting rooms and further solidify the image of Michigan wine as well as overall Michigan wine sales.



SUSTAINABILITY

MWC is committed to creating and maintaining sustainability of the Michigan wine industry by investing in advancing and expanding environmental efforts, inclusion & expansion projects, workforce development initiatives, and more!

We are proud to have launched the Great Lakes Sustainable Wine Alliance which works towards solidifying environmental sustainability in Michigan vineyards and wineries with the goal of expanding these efforts to influence the entire Great Lakes region.



Behind Our Commitments

...AND IT'S JUST THE BEGINNING!

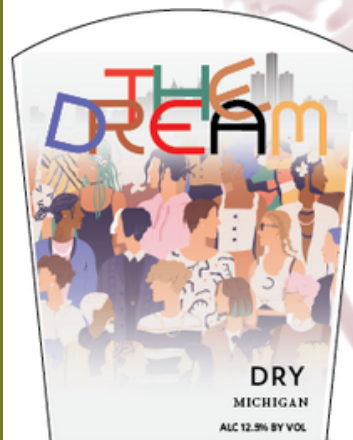
WORKFORCE DEVELOPMENT

MWC, MSU Extension, and 4-H has been collaborating on establishing the very first 4-H Viticulture Club in the nation. This project includes developing curriculum, promotional materials, and partnerships with wineries and growers across the state. We have also played an essential part in expanding Michigan wine country to the city of Detroit by planting vineyards with Pingree Farms and working with Detroit Vineyards and Drew Ryan Wines to cultivate interest in a whole new area of the state. This project is aimed at reinforcing the MWC Talent and Recruitment Pipelines by encouraging interest in careers in viticulture.

INCLUSION & EXPANSION

The Michigan Wine Collaborative's Inclusion & Expansion Committee is working to provide representation and advocacy for underserved people in the Michigan wine industry in order to increase inclusion and expansion in our industry.

2023 will launch the first collaborative benefit wine, The Dream. Proceeds from this wine will help fund the MWC Inclusion & Expansion Scholarship Fund. This scholarship will grant the opportunity to at least one student of color to explore education and careers in wine hospitality or production.



LEARN MORE ABOUT THIS EXCITING PROJECT BY SCANNING THIS QR CODE!

INTRODUCING TASTE MICHIGAN



THE NEW
BRAND OF
MICHIGAN WINE

Taste Michigan is the new brand for Michigan's wine industry. Supported by wine professionals from around the state, Taste Michigan has the mission of advocating, educating and inspiring people about all things Michigan wine.

From teaching people about the wine grapes that grow particularly well in Michigan's unique geography and climate to helping them find the best of Michigan wine at tasting rooms, stores and restaurants, throughout the state, Taste Michigan will be the guide to exploring and experiencing the best of Michigan's world-class wine culture. The Taste Michigan logo will be seen in more and more places — from store shelves to restaurant menus, billboards to online videos and more!

This project aims to serve the entire Michigan wine industry. We are excited to add this into our repertoire of activities and projects that serve to expand the Michigan wine industry beyond the current standards.

Supported by a grant written by and administered by the Michigan Wine Collaborative from the U.S. Department of Agriculture through the Michigan Department of Agriculture & Rural Development, the Taste Michigan campaign was created to help increase awareness, interest and consumption of Michigan wines.

"TASTE MICHIGAN IS AN INVITATION TO FIND OUT WHAT'S INSIDE THE BOTTLE ... AND THE GLASS. WE'RE INVITING PEOPLE TO EXPLORE THE DIVERSITY AND QUALITY OF MICHIGAN WINES."

-Brian Lillie, Vice President of the Michigan Wine Collaborative and Director of Hospitality and Distribution at Chateau Chantal Winery



WWW.TASTEMICHIGAN.ORG

LEADERSHIP

MEET THE LEADERS OF THE MI WINE INDUSTRY

BOARD OF DIRECTORS



PRESIDENT
GINA SHAY



VICE PRESIDENT
BRIAN LILLIE



TREASURER
LEE LUTES



SECRETARY
BRIAN LESPERANCE



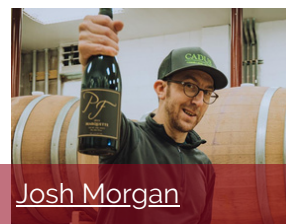
Peter King III



Matt Moersch



Dave Miller



Josh Morgan



Bob Utter



Chris Southern



Sidney Finan



Tom Petzold



Ed Peabody



Lisa Lyon



Patrick Spensley



Emily Dockery

Want to become a board member or nominate someone?

Contact us about our open board seats at
info@michiganwinecollaborative.com

MEMBERS INCLUDE

77 VINEYARD AND WINERY MEMBERS
25 NON-PROFIT GROUPS, EDUCATIONAL ORGANIZATIONS, INDIVIDUAL, AND AFFILIATE MEMBERS
20 RETAIL, VENDOR, SUPPLIER, AND MEDIA MEMBERS

WINERIES



OTHER MEMBERS AND PARTNERS

ALCHEMAE
CRAFT BEVERAGE CONSULTING



Commerce7



GNOR
WINE • JAZZ

HOUR
DETROIT



Music in the Bottle



OLD MISSION PENINSULA



MEMBERSHIP

MAKE AN INVESTMENT IN THE FUTURE OF OUR INDUSTRY.



MEMBERSHIP LEVELS WINERY

- 0-3000 Case Production - \$125
- 3,000-9,999 Case Production - \$250
- 10,000+ Case Production - \$500

VINEYARD

- Less than 10 Acres - \$125
- 10-49 Acres - \$250
- 50+ Acred - \$500

OTHER VOTING \$250

Suppliers, industry consultants, related businesses, restaurants, retail, wholesale, for-profit organizations

Includes free company logo advertising in every MWC monthly newsletter and spot on Supplier/Affiliates page on MWC website.

UMBRELLA MEMBERSHIP \$1200

up to 5 companies under one umbrella, such as a winery group that has more than one winery plus associated restaurants or other industry businesses

INDIVIDUAL MEMBERSHIPS \$25

JOIN NOW!

MWC.WILDAPRICOT.ORG

WE NEED YOU!

Whether it's supporting the industry as a dues-paying member or as a board member, a sponsor, or a volunteer, we need your help! Our goal is to support and promote the Michigan wine industry, but we can only accomplish this together. Please consider giving your time or a small donation. Every hour and penny helps!

BECOME A SPONSOR

Enjoy benefits including promotional opportunities including your logo in all MWC publications, on our website, and social media marketing, exposure and access to our membership and contact lists, deals on industry events, and the option to customize your sponsorship experience to best benefit your business or organization. Help us expand the Michigan wine industry while we help you expand your business opportunities.



PLATINUM SPONSORSHIP \$10,000

GOLD SPONSORSHIP \$5,000

SILVER SPONSORSHIP \$5,000

BRONZE SPONSORSHIP \$1,000

ADVOCATE \$500

FOR MORE INFORMATION:

MICHIGANWINECOLLABORATIVE.COM/HOME/PARTNERS/

COMMITTED TO INCLUSION & EXPANSION

JOIN THE TEAM TO WORK TOWARDS INCREASED INCLUSION AND DIVERSITY IN MICHIGAN WINE TO EXPAND OUR INDUSTRY,



MICHIGAN Wine Collaborative

I do commit to the MWC mission of,

Providing representation and advocacy to historically excluded people in order to increase inclusion and expansion of the Michigan wine industry through increased consumption and sales of Michigan wine, increased tourism, and a diverse recruitment pipeline to the industry..

TODAY I WILL:

List my name as a supporter

List my business as a supporter (list business below)

Volunteer as a mentor

Donate to the Inclusion & Expansion Education Fund

Get involved on the committee



Please provide contact information:

Name:

Phone:

Email Address:

Business or Organization:

Please scan or take a photo of this completed form and email to Emily Dockery at info@michiganwinecollaborative.com

For any inquiries and additional information, contact Emily.

Donate NOW

All donations will be earmarked for use only for execution and promotion of the MWC Inclusion & Expansion Educational Fund.

Donate at mwc.wildapricot.org/Donate/
Please include INCLUSION & EXPANSION in the comment box.

You may also send a check to:
Michigan Wine Collaborative
PO Box 4243

Traverse City, MI 48165

Please put "Inclusion & Expansion Educational Fund" in the memo line

I sign below acknowledging my general commitment to the MWC Inclusion & Expansion Mission as well to my actionable items I can do today to help create a bigger, better, brighter, funkier, tastier, MI wine industry.

Please Sign

Date