

# 2024 STRATEGIC SPONSORSHIP PROGRAM



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HARVEST  
**STOMP**



# YOUR SPONSORSHIP MAKES A DIFFERENCE!

Your support of the Napa Valley Grapegrowers enables us to:

## ADVOCATE

With your sponsorship we can champion the issues most important to all of us.



## CONSERVE

Supporting the preservation of ag land prevents the Napa Valley from being paved over.



## EDUCATE

Together we can be a local and global leader for a science-based approach to grape growing and environmental stewardship.



## CULTIVATE

As partners, we can foster the next generation of leaders to ensure continued viticultural excellence in the Napa Valley.





## WHY YOUR SPONSORSHIP MATTERS

As a nonprofit organization, the Napa Valley Grapegrowers (NVG) relies on membership dues, private donations, grants, and sponsorship to fund its work.

As a sponsor, you are investing in education and advocacy that benefits everyone who lives, works, and visits the Napa Valley.

Your sponsorship contribution is used to:

- Fund programs and workshops that educate the grape-growing industry on such critical matters as sustainable farming, environmental adaptability, and economic viability
- Advocate for important initiatives that impact all of Napa County, including fire, water, air-quality, and climate-resiliency
- Underwrite the cost of Harvest STOMP, our annual fundraiser hosted in partnership with the Napa Valley Farmworker Foundation to raise crucial funds for both organizations

As leaders and visionaries of our community, we invite you to become a sponsor in one or more of the following capacities:

- 1. NVG Education Sponsor** – supports educational programs, services, and resources for grape growers, and helps to foster the next generation of agricultural leaders
- 2. Annual Celebration and/or Social Event Sponsor** – funds the annual dinner and other networking events for members to gather together and celebrate our farming community
- 3. Harvest STOMP Sponsor** – underwrites costs of our annual fundraiser, hosted in collaboration with the Napa Valley Farmworker Foundation, so that all event proceeds support the missions of both organizations

Thank you for your consideration!

The Napa Valley Grapegrowers Board of Directors

Mary Maher, President

Pete Richmond, Vice President

Meaghan Becker, Treasurer

Erin Bright Russell

Garrett Buckland

Karen Cakebread

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Justin Leigon

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Dan Petroski

Oscar Renteria

Dave Whitmer

# 2024 EDUCATION SPONSORSHIP

As an NVG Member, you have the exclusive opportunity to become an NVG Sponsor. Your engagement expresses your readiness to support your community and demonstrates your dedication to preserving ag land to ensure the viability of grape growing in Napa Valley today and in the future. In return, your organization will receive customized benefits based on your sponsorship level.

Showcase your participation. NVG Education Sponsors:

- Receive industry and community recognition via NVG communications
- Gain from networking at NVG events
- Experience community goodwill by displaying the NVG Proud Sponsor logo on your website and other public-facing materials

## Which sponsorship is the right fit for you?

### EDUCATION SPONSOR LEVELS:

**Premier Partners** receive significant presence and access to our educational programs, presence and reservations at Harvest STOMP and recognition and tickets to the Annual Celebration.

**Principal Sponsors** receive significant presence and access to our educational programs, recognition and reservations at Harvest STOMP and recognition and tickets to the Annual Celebration.

**Distinguished Sponsors** receive significant presence and access to our educational programs, along with recognition and tickets to the Annual Celebration.

**Major Sponsors** receive recognition and access to our educational programs and the Annual Celebration.

**Signature Sponsors** receive promotion and access to our educational programs.

“We participate in NVG’s Sponsorship Program because it gives us an opportunity to share our sustainable practices with vineyard owners and vineyard managers through marketing and promotional events!”

- Kim Carrier, Recology Organics

## 2024 PROGRAM AND EVENT TICKETS BY LEVEL

	<b>Premier Partner \$25,000</b>	<b>Principal Sponsor \$15,000</b>	<b>Distinguished Sponsor \$10,000</b>	<b>Major Sponsor \$5,000</b>	<b>Signature Sponsor \$2,500</b>
Sustainable Vineyard Practices Series*	2 Tickets	2 Tickets	2 Tickets	2 Tickets	2 Tickets
ROOTSTOCK*	4 Tickets	2 Tickets	2 Tickets	2 Tickets	2 Tickets
Business of Vineyards* (All virtual)	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Annual Celebration	4 Tickets	2 Tickets	2 Tickets	2 Tickets	
Organic Winegrowing Conference	2 Tickets	2 Tickets	2 Tickets	2 Tickets	
Summer Solstice Party <b>(New Member Event)</b>	4 Tickets	2 Tickets	2 Tickets		
Fire Resources Fair	Booth Space	Booth Space	Booth Space		
Climate Science Seminars	2 Tickets	2 Tickets			
Regenerative Farming Field Days	2 Tickets	2 Tickets			
Social Clubs	2 Tickets				

\* Additionally, NVG Education Sponsors receive unlimited Zoom access to hybrid or virtual programs

## HARVEST STOMP EVENT TICKETS

Harvest STOMP Reservations	4 Tickets	2 Tickets			
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## 2024 BENEFITS BY LEVEL

	Premier Partner \$25,000	Principal Sponsor \$15,000	Distinguished Sponsor \$10,000	Major Sponsor \$5,000	Signature Sponsor \$2,500
Inclusion in the NVG annual report that is distributed to all members and donors	X	X	X	X	X
Logo and website link on the Strategic Sponsors page of the NVG website with an average of more than 7,500 views per month	X	X	X	X	X
Logo inclusion in multiple sponsor-dedicated Grower Bulletin emails sent to NVG members and the industry-at-large	X	X	X	X	X
Featured in Grower Bulletins sent to NVG members promoting each educational event	X	X	X	X	X
Opportunity to attend educational programs and provide collateral to attendees	X	X	X	X	X
Recognition during welcome presentation of each event	X	X	X	X	X
Logo included in slide show at each event and on sponsorship signage	X	X	X	X	X
Featured as an Annual Celebration sponsor with logo included on event webpage and event tickets	X	X	X	X	
Opportunity to attend new Summer Solstice Party membership social	X	X	X		
Recognition at the Annual Fire Resources Fair and opportunity to host a booth	X	X	X		
Dedicated sponsor table at ROOTSTOCK and opportunity to attend	X	X	X		
Company mention in appropriate event media alerts and press releases	X	X			
Logo on NVG homepage with link to your website	1 Month	2 Weeks			
Priority consideration to present at a featured educational seminar	X	X			
Opportunity to attend 1 Climate Science Seminar	X	X			
Receive Harvest STOMP Benefits and Reservations (see Harvest STOMP Sponsor Section)	X	X			
Included as an annual Weather Alert sponsor	X				
Recognition in Social Club promotion and opportunity to attend	X				

## ANNUAL CELEBRATION SPONSOR - \$2,500

In 1975, when the Napa Valley Grap growers was founded, it was a historic moment for our agricultural community. To celebrate our achievements and look to the growing season ahead, we host an annual celebration that inspires camaraderie among Napa Valley growers, vineyard and winery owners, and vineyard managers—the perfect showcase for sponsors to network and promote their business to more than 350 NVG grower and vineyard manager members.

### ANNUAL CELEBRATION SPONSORS RECEIVE THESE BENEFITS:

- Logo included on the **Annual Celebration event web page**
- Sponsor **recognition at event**
- Logo inclusion in a **continuous slide show**
- **2 tickets** to the Annual Celebration *with the option to purchase up to 8 additional tickets*

## SOCIAL EVENT SPONSOR - \$5,000

Launching in 2024, the Summer Solstice Party will be a new social event for all members to gather and enjoy live music, good food, and great company.

### SOCIAL EVENT SPONSORS RECEIVE THESE BENEFITS:

- Logo included on the **Annual Celebration and Summer Solstice Party web pages**
- Sponsor **recognition at both events**
- Logo inclusion in a **continuous slide show at both events**
- **2 tickets** to the Annual Celebration *with the option to purchase up to 8 additional tickets*
- **2 tickets** to the Summer Solstice Party *with the option to purchase up to 8 additional tickets*
- Recognition and opportunity to **attend Spring and Winter Social Clubs**

**Annual Celebration – Friday, May 10, 2024**

**Summer Solstice Party – Friday, June 21, 2024 – New Member Event!**

# ANNUAL HARVEST STOMP SPONSORSHIP

Harvest STOMP connects Napa Valley Grapegrowers and the Napa Valley Farmworker Foundation with individuals passionate about preserving ag land and supporting farmworkers and their families. Our goal for Harvest STOMP sponsorship is to underwrite all event expenses so that 100% of the proceeds raised will be used to fulfill the missions of both organizations.

*Limited availability for Presenting Partner, Premier Partners, and Distinguished Sponsors.*



# HARVEST STOMP™

“Since 1905, Mechanics Bank has passionately supported businesses, nonprofits, and important causes like the Napa Valley Grapegrowers that build community, nurture the local economy and have a real impact. We’ve proudly partnered with the NVG for many years on Harvest STOMP, an amazing event that brings together a great group of people all for a great cause!”

*-Dan Aguilar, Mechanics Bank*



## 2024 HARVEST STOMP BENEFITS BY LEVEL

	Presenting Partner \$50,000	Premier Partner \$25,000	Distinguished Sponsor \$15,000	Major Sponsor \$5,000
Event reservations	16	8	4	2
Company recognition during event welcome presentation	x	x	x	x
Logo displayed on event signage and throughout the digital presentation at dinner	x	x	x	x
Company included on Harvest STOMP t-shirts	Logo	Logo	Name	Name
Company featured on attendee event packets	Logo	Logo	Name	Name
Ad feature in the event program	Color, Full Page	Color, Full Page	BW, ½ Page	BW, ¼ Page
Social media recognition	Custom Individual	Custom Individual	Custom Individual	Group Recognition
Company logo featured on the Harvest STOMP website, as well as event reservations and eAuction website pages	x	x	x	x
Company recognition on NVG website homepage	1 Month	1 Month	2 Weeks	
Dedicated branding opportunity integrated into event design	x	x	x	
Provide branded item in guest gift bags	x	x		
Social media video feature	x	x		
Included in media outreach (when appropriate)	x	x		
Branding represented on dinner tables	x	x		
Branding included throughout event	x			
Logo featured on stage signage	x			
Custom promotion and opportunities available	x			

## YEAR-ROUND BENEFITS FOR ALL HARVEST STOMP SPONSORS

- Industry and community recognition as an Annual Harvest STOMP Sponsor
- Representation in the NVG and FWF annual reports distributed to more than 1,500 NVG members and donors
- Company name or logo included in multiple Harvest STOMP email newsletters sent to over 5,000 Napa Valley grape growers, vineyard owners and top-tier wine consumers
- Social media marketing and recognition with a reach of more than 9,400 Facebook fans and 4,900 Instagram followers (Growing by the day like our vines!)

“Napa Valley’s world-class wines start in the vineyard. As a farmer, winegrower and vintner, the land and the communities that preserve it are incredibly important to me. For over a decade now, it’s been an honor for John Anthony Wines and FARM Napa Valley Vineyard Management to sponsor the annual Harvest STOMP auction. With funds raised by this event, the Napa Valley Grapegrowers and Napa Valley Farmworker Foundation provide critical support, education and advocacy for the most deserving communities here in the Valley. I am proud of the work they do and our ability to contribute every year.”

*- John Anthony Truchard, Founder and CEO John Anthony Family of Wines*

## IN-KIND OPPORTUNITIES

It takes more than a village to produce Harvest STOMP. It takes tractors, crews, forklifts, hay bales, refrigerated containers, wine, food, tables, chairs, and oh, yes, restrooms. If you would like to learn more about in-kind donation opportunities, we’d love to talk to you.



## MAKE A DIFFERENCE YEAR AFTER YEAR

Invest in the future by becoming a multi-year sponsor! Your long-term partnership demonstrates your commitment to your community and directly supports high-quality education and advocacy that preserves agriculture. With an eye towards the future, we invite you to become a multi-year sponsor. The benefits of a two-, three-, or five-year sponsorship agreement include:

- The convenience of advance budget planning
- Provides your company with a community-support strategy
- The price of your sponsorship level remains the same each year for the length of your commitment
- Payment is made on an annual basis

## OTHER WAYS TO GIVE

Support the NVG with a donation made from a portion of your sales. There are many ways to do this and all allow you to make a donation without adding to your bottom line. It's a win-win: you support a crucial nonprofit organization, in exchange for promotion among our robust member and donor communications, including emails and social media posts.

Make a contribution by donating a percentage of:

- Sales from a single wine SKU
- Wine club shipment sales
- Tasting room fees during a specific time frame, such as National Agriculture Month

Or:

- Let your customers make a donation at checkout
- Provide an option for your ecommerce customers to round up their purchases as a donation
- Provide an incentive for customers providing feedback by making a donation

“During a recent wine club member survey, to thank them for their time, we offered members the option of a \$5 coffee gift card or to make a donation on their behalf to the nonprofit of their choice. We were excited that so many members chose to support the Napa Valley Grapegrowers and their valuable work in the community that grows the wines they love.”

*- Remi Cohen, Domaine Carneros*

**Scan this code** with the camera on your phone for more ideas and toolkits for implementation.



# Become a Napa Valley Grapegrowers sponsor. You'll be in good company!

A&B Construction  
A&J Vineyard Supply Inc  
Adobe/Channel Lumber  
Ag Health Benefits Alliance  
Agri-Analysis  
AL&L Crop Solutions  
Allied Propane Service  
AltaTech Viticulture  
Amcors  
American AgCredit  
Antinori Napa Valley  
Arrow&Branch  
Baldacci Vineyards  
Balzac Communications  
Bank of America  
Bank of Marin  
Bank of Napa  
Bank of the West  
Barbour Vineyards  
Barrel Ten Quarter Circle, Inc  
Bartelt Engineering  
Bazán Cellars  
Beau Wine Tours  
Beckstoffer Vineyards  
Belkorp Ag - John Deere Dealer  
Bergin Screen Printing & Etching  
Bin to Bottle  
Bloodlines Wine  
Blue Apron  
Blyth Warner & Associates, LLP  
BPM LLP  
Bright Event Rentals  
Brotemarkle, Davis & Co  
By Design  
California Grapevine Nursery  
California Grower Foundation  
Care West Insurance  
Caymus Vineyards  
Cello & Maudru Construction Co.  
Central Valley  
Chappellet Vineyard  
Circle R Ranch  
Clif Lede Vineyards  
Coblentz Patch Duffe & Bass LLP  
Collotype Labels  
Constellation Wines  
Constellation/Robert Mondavi Winery  
Cork Supply USA  
Crocker & Starr  
Demptos Napa Cooperage  
Dickenson, Peatman & Fogarty  
Duarte Nursery  
Duckhorn Wine Company  
Emerson Day Vineyards  
ETS Laboratories  
Eurofins STA Laboratories  
F&M Bank  
Facility Development Corporation  
Farella Braun + Martel LLP  
FARM Napa Valley  
Firetree Vineyards

First American Title  
Foster Lumber  
Fruition Sciences  
Gagen McCoy McMahon Koss Markowitz & Fanucci  
Gargiulo Vineyards  
Georgia Pacific  
govino  
Grassi & Associates  
Green Valley Tractor  
Greenspan Co/Adjusters International  
Grow West  
GVM Law LLP  
Hanson Bridgett  
Hardin Clark Vineyard Management  
Heffernan Insurance Brokers  
Hirschfeld Kraemer LLP  
Holman Teague Roche Anglin  
In Vino Veritas  
InterWest Insurance Services, LLC  
Jackson Family Wines  
Jackson Street Wine Storage  
Jaguar F. L. C. Inc.  
JaM Cellars  
Jim's Supply Co., Inc  
John Anthony Vineyards  
Jones Family Vineyard  
JP Morgan Chase  
JSC Agricultural Supply  
Kempkey Insurance Services  
Kubota Tractor Corporation  
Labry Wines  
Larkmead Vineyards  
Ledcor Construction  
Long Meadow Ranch  
Malloy Imrie & Vasconi Insurance Services  
Mark Grassi Construction  
Marrone Bio Innovations  
Massican  
Matthews, Panariello P.C.  
MCE  
Mechanics Bank  
Merrill Lynch / Bank of America  
Merrill Lynch Wealth Management  
Michael Wolf Vineyard Services  
Moss Adams LLP  
Moulds Family Vineyard  
Napa County Fire Department  
Napa Recycling & Waste Services  
Napa Valley Luxury Restroom  
Napa Valley Petroleum  
Napa Valley Printing & Design Services  
Napa Valley Wine Trolley  
Nordby Construction  
North Counties Development  
Novavine  
Noyo Timber  
O-I North America  
O'Neill Vintners & Distillers  
Outlined Productions  
Pacific Gas & Electric Company  
Pacific Southwest Container

Pan American Insurance Services  
Paradigm Winery  
Pearls Farm Labor  
Philippa Ward with Engel & Volkers  
Pimentel Vineyards Management  
Pina Vineyard Management  
Premier Pacific Vineyards  
Prudential Agricultural Investments  
Pulido-Walker Vineyards  
Rabobank  
Rainbow Agricultural Services  
Recology Organics  
Redwood Credit Union  
Regusci Winery  
Rosasco Law Group  
Round Pond Estate  
Santa Rosa Stainless Steel  
Savage & Cooke  
Saxco International  
Schmitt + Company  
Scholle Packaging  
Scully Estates  
Seguin Moreau Napa Cooperage  
Semios  
Sierra Nevada  
Silicon Valley Bank  
Silverado Farming Company  
Sire Estate  
St. Helena Hospital  
St. Helena Hospital Foundation  
Stag's Leap Wine Cellars  
Sunbelt Rentals  
Sunridge Nurseries  
SureHarvest  
The LUX Productions  
The Ranch Winery  
Tonnellerie Baron  
TricorBraun WinePak  
Trincherio Family Estates  
Turrentine Brokerage  
Union Bank  
Upper Valley Disposal  
V. Sattui Winery  
Verizon Wireless  
Vineyard Industry Products  
Volvo Rents  
Walsh Vineyards  
Wells Fargo Bank  
Western Square Industries  
Wilbur Ellis  
Wine Business Monthly  
Wine Industry Network  
WM EarthCare Waste Management  
Wonderful Nurseries  
Wright Contracting LLC  
Wyatt Irrigation  
Young's Market Company  
Yount Mill Vineyards  
Zainer Rinehart Clarke, CPAs  
Zenith Insurance Company  
Zepponi & Company



The Napa Valley Grapegrowers is a public charity recognized as tax-exempt by the IRS under Section 501(c)(3).