



Breaking Down Barriers

# Sponsorship Opportunities & Trade Fair Area

New Consumers – Innovations – Economy – Marketing - Diversity

Coimbra, Portugal - 7, 8 & 9 November, 2023

## Benefits for Sponsors

All our sponsorship packages are tailor-made for each company, taking into consideration the brand's needs, goals and strategies, as well as its marketing budget. If you are interested in sponsoring Wine Future Coimbra 2023, please send us an email and a member of our team will contact you as soon as possible.

	Title Sponsor	Main Sponsor	Panel / Keynote Sponsor	Official Dinner	Coffee Breaks	Welcome Cocktail	Official Lunch	Wine Tasting	Official Hotel	Official Car
Branding on Stage	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Promo video	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Speaker or moderator	YES	YES	YES	At the dinner	At one break	At the cocktail	At the lunch	YES	NO	NO
Complimentary VIP Tickets	20	10		1 Table of 10 guests	2	2	2	2	2	2
Complimentary Tickets	30	12	2		4	4	4	4	4	4
Branding at venue	YES	YES	YES	Only at coffee venue	Only at coffee venue	Only at cocktail venue	Only at lunch venue	Only at tasting venue	NO	Cars on display
Magazine	- Full page advert - Welcome - 2-page editorial	Full page advert  2-page editorial	Full page	Full page	Full page	Full page	Full page	2-Page editorial	Full page	Full page
Web	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Media	YES	YES	NO	NO	NO	NO	NO	YES	YES	YES
Social Media	YES	YES	YES	YES	YES	YES	YES	YES	YES	YES
Stand or Tasting table	YES	YES	NO	NO	NO	NO	NO	YES	YES	YES
Breakout Room	YES	YES	NO	NO	NO	NO	NO	NO	NO	NO
International Events	YES	YES	NO	NO	NO	NO	NO	YES	YES	NO
Access to Data Base	YES	YES	YES	NO	NO	NO	NO	NO	NO	NO
	Wines of Portugal	75,000 \$	10,000 \$	TBD	TBD	TBD	TBD	40,000 \$	Barter Terms	Barter Terms

# Benefits for Sponsors



**BRANDING ON-SITE**



**SPONSORING OF PANELS**



**OFFICIAL DINNER**



**KEYNOTE SPEECHES**



**TRADE FAIR AREA**



**MASTERCLASSES & TASTINGS**



**WELCOME & FAREWELL COCKTAIL**



**PRESS CONFERENCES & INTERVIEWS**



**MERCHANDISING & SAMPLING**

# Main Sponsor & Tasting

## Benefits for the Brand

### 1. Main Sponsor Status

- The brand shall have the status of Main Sponsor.

### 2. Masterclass & Tasting

- Masterclass & Tasting of the company's wines for 300 delegates .
- Tastings of 12 wines presented by an international wine personality to be mutually agreed or a representative of the brand.

### 3. Trade Fair Area

- A stand or a tasting table at the Trade Fair Area.

### 4. Official Magazine

- A two-page editorial and a page of advertising in the official magazine of the event, which will be given free to all attendees.

### 5. Promo Video

- Projection of a 30-second promotional video on the auditorium screen, several times a day each day of the conference.

### 6. Promotional Materials

- Advertising material of the brand may be included in the welcome packs that are delivered to all attendees.
- Promotion of the brand to be included in all the advertising of the event: web page, brochures, media, press releases, etc.

### 7. Branding at the Venue

- Branding items can be placed both on the auditorium stage and throughout the conference facilities.

### 8. Presentation of the Event

- Wines of Portugal will conduct presentations of the event in 23 cities around the world.
- At these, advertising material from the sponsors can be distributed.

### 9. Speaking Opportunity

- Apart from conducting the masterclass & tasting, a representative of the brand could participate in one of the panels.

## Contribution of the Brand

### 1. Masterclass & Tasting

- Provide the wines to be tasted in the master class.
- 300 attendees.
- 24 bottles of each reference.

### 2. Speaker

- Provide the participation of a speaker to conduct the masterclass.
- Optional: if approved by the Technical Committee a speaker representing the brand could participate as keynote or in a panel.

### 3. Cash Contribution

- The cash contribution required for the above package of benefits is of: .....75.000 \$
- Without the tasting.....45.000 \$

# Panel / Keynote Sponsor

## Benefits for the Brand

### 1. Exclusive Sponsor of a Panel or Keynote

- The brand shall be the only sponsor of a panel or keynote to be mutually chosen.
- During the chosen session only the brand of the sponsor will be promoted, together with Wines of Portugal as Title Sponsor.

### 2. Trade Fair Area

- A stand or a tasting table at the Trade Fair Area.

### 3. Official Magazine

- One page of advertising or editorial in the official magazine of the event, which will be given free to all attendees.

### 4. Promo Video

- Projection of a 30 seconds video at the beginning of the sponsored session and at the end.
- Projection of a 30-second promotional video on the auditorium screen, several times a day each day of the conference.

### 5. Promotional Materials

- Promotion of the brand to be included in all the advertising of the event: web page, brochures, social media, press releases, etc.

### 6. Speaking Opportunity

- A representative of the brand shall be entitled to make a welcome speech of not more than 2 minutes at the beginning of the sponsored session.

## Contribution of the Brand

### 1. Speakers

- Optional: if approved by the Technical Committee a speaker representing the brand could participate in a panel.

### 2. Cash Contribution

- The cash contribution required for the above package of benefits is of .....10.000 \$ (Ten thousand US Dollars)



# Official Dinner Sponsor

## Benefits for the Brand

### 1. Exclusive Sponsor of the Official Dinner

- The brand shall be the only sponsor of the Official Dinner.
- During the Official Dinner only the brand of the sponsor and his products shall be promoted/served.

### 2. Trade Fair Area

- A stand or a tasting table at the Trade Fair Area.

### 3. Official Magazine

- One page of advertising or editorial in the official magazine of the event, which will be given free to all attendees.

### 4. Promo Video

- Projection of company videos during the Official Dinner.
- Projection of a 30-second promotional video on the auditorium screen, several times a day each day of the conference.

### 5. Promotional Materials

- Promotion of the brand to be included in all the advertising of the event: web page, brochures, social media, press releases, etc.

### 6. Speaking Opportunity

- A representative of the brand shall be entitled to make a speech of not more than 2 minutes during the Official Dinner.

## Contribution of the Brand

### 1. Products

- Wine and food producers shall provide their products for the attendees to taste and enjoy during the Official Dinner.
- Total Attendees: 250 – 300 guests.

### 2. Cash Contribution / Barter Terms

- The cash contribution required for this package of benefits is of: .....25.000 \$ (Twenty-five thousand US Dollars)
- A barter agreement is negotiable provided the brand pays for the Official Dinner and supplies the beverages to be served.



# Official Lunches (2)

## Benefits for the Brand

### 1. Exclusive Sponsor of the Official Lunches

- The brand shall be the only sponsor of the Official Lunches
- There will be 2 Official Lunches: Tuesday 7th and Wednesday 8th
- During the Official Lunches only the brand of the sponsor and his products shall be promoted/served.

### 2. Trade Fair Area

- A stand or a tasting table at the Trade Fair Area.

### 3. Official Magazine

- One page of advertising or editorial in the official magazine of the event, which will be given free to all attendees.

### 4. Promo Video

- Projection of company videos during the Official Lunches.
- Projection of a 30-second promotional video on the auditorium screen, several times a day each day of the conference.

### 5. Promotional Materials

- Promotion of the brand to be included in all the advertising of the event: web page, social media, brochures, press releases, etc.

### 6. Speaking Opportunity

- A representative of the brand shall be entitled to make a speech of not more than 2 minutes during the Official Dinner.

## Contribution of the Brand

### 1. Products

- Wine and food producers shall provide their products for the attendees to taste and enjoy during the Official Lunches.
- Total Attendees: 3+/- 600 guests.

### 2. Cash Contribution / Barter Terms

- The cash contribution required for this package of benefits is of: .....10.000 \$ (Ten thousand US Dollars) per lunch.
- A barter agreement is negotiable provided the brand pays for the Official Lunches and supplies the beverages to be served.



# Welcome Cocktail Sponsor

## Benefits for the Brand

### 1. Exclusive Sponsor of the Welcome Cocktail

- The brand shall be the only sponsor of the Welcome Cocktail.
- During the Welcome Cocktail only the brand of the sponsor and his products shall be promoted/served.

### 2. Trade Fair Area

- A stand or a tasting table at the Trade Fair Area.

### 3. Official Magazine

- One page of advertising or editorial in the official magazine of the event, which will be given free to all attendees.

### 4. Promo Video

- Projection of a 30-second promotional video on the auditorium screen, several times a day each day of the conference.

### 5. Promotional Materials

- Promotion of the brand to be included in all the advertising of the event: web page, brochures, social media, press releases, etc.

### 6. Speaking Opportunity

- A representative of the brand shall be entitled to make a speech of not more than 2 minutes during the Welcome Cocktail.

## Contribution of the Brand

### 1. Products

- Wine and food producers shall provide their products for the attendees to taste.
- Total attendees: +/- 600 guests.

### 2. Cash Contribution / Barter Terms

- The cash contribution required for the above package of benefits is of .....10.000 \$ (Ten thousand US Dollars).
- A barter agreement is negotiable provided the brand pays for the welcome cocktail and provides the beverages to be served





# Farewell Cocktail Sponsor

## Benefits for the Brand

### 1. Exclusive Sponsor of the Farewell Cocktail

- The brand shall be the only sponsor of the Farewell Cocktail.
- During the Farewell Cocktail only the brand of the sponsor and his products shall be promoted/served.

### 2. Trade Fair Area

- A stand or a tasting table at the Trade Fair Area.

### 3. Official Magazine

- One page of advertising or editorial in the official magazine of the event, which will be given free to all attendees.

### 4. Promo Video

- Projection of a 30-second promotional video on the auditorium screen, several times a day each day of the conference.

### 5. Promotional Materials

- Promotion of the brand to be included in all the advertising of the event: web page, brochures, social media, press releases, etc.

### 6. Speaking Opportunity

- A representative of the brand shall be entitled to make a speech of not more than 2 minutes during the Farewell Cocktail.

## Contribution of the Brand

### 1. Products

- Wine and food producers shall provide their products for the attendees to taste.
- Total attendees: +/- 600 guests.

### 2. Cash Contribution / Barter Terms

- The cash contribution required for the above package of benefits is of .....10.000 \$ (Ten thousand US Dollars)
- A barter agreement is negotiable provided the brand pays for the welcome cocktail and provides the beverages to be served



# Coffee Breaks Sponsor (5)

## Benefits for the Brand

### 1. Exclusive Sponsor of the Coffee Break

- The brand shall be the only sponsor of the 5 Coffee Breaks.
- During the Coffee Breaks only the brand of the sponsor shall be promoted/served.

### 2. Trade Fair Area

- A stand or a tasting table at the Trade Fair Area.

### 3. Official Magazine

- One page of advertising or editorial in the official magazine of the event, which will be given free to all attendees.

### 4. Promo Video

- Projection of a 30-second promotional video on the auditorium screen, several times a day each day of the conference.

### 5. Promotional Materials

- Promotion of the brand to be included in all the advertising of the event: web page, brochures, social media, press releases, etc.

### 6. Speaking Opportunity

- A representative of the brand shall be entitled to make a speech of not more than 2 minutes during the Coffee Breaks.

## Contribution of the Brand

### 1. Products

- Wine and food producers shall provide their products for the attendees to taste and enjoy.
- Total attendees: +/- 600 guests per coffee break.

### 2. Cash Contribution / Barter Terms

- The cash contribution required for the above package of benefits is of .....10.000 \$ (Ten thousand US Dollars)
- A barter agreement is negotiable provided the brand pays for the welcome cocktail and provides the beverages to be served





## Trade Fair Area

- The Wine Future conferences feature a TRADE FAIR AREA where companies can showcase their products and services, while wineries can also pour their wines.
- The Trade Show Area is usually located in a space adjacent to the auditorium. In this way, all the coffee breaks are held in between the exhibitors, guarantying maximum attendance of delegates, promoting networking, and encouraging interaction.
- The result is a relaxed environment where business can be made.

## Trade Fair Area

### EXHIBITOR SILVER PACKAGE

1. 1 table/stand in the Trade Fair Area
2. 2 Regular Tickets to the conference with this benefits:
  - Access to all panels
  - Access to all keynote speeches
  - Access to the welcome cocktail
  - Access to the Official Lunch
  - Access to all coffee breaks
  - Welcome pack
3. Cost of the Package..... 980 \$

### EXHIBITOR GOLD PACKAGE

1. 1 table/stand in the Trade Fair Area
2. 2 VIP Tickets to the conference with this benefits:
  - Access to all panels
  - Access to all keynote speeches
  - Access to all Masterclasses & Tastings
  - Access to the welcome cocktail
  - Access to the Official Lunch
  - Access to all coffee breaks
  - Welcome pack
3. Cost of the Package..... 1,750 \$

### EXHIBITOR PLATINUM PACKAGE

1. 1 table/stand in the Trade Fair Area
2. 1 Page of advertising in the Official Magazine
3. 4 VIP Tickets to the conference with this benefits:
  - Access to all panels
  - Access to all keynote speeches
  - Access to all Masterclasses & Tastings
  - Access to the Welcome Cocktail
  - Access to the Official Dinner
  - Access to the Official Lunch
  - Access to all coffee breaks
  - Welcome pack
4. Cost of the Package..... 2,900 \$



## Chrand Events

- General: [info@chrandevents.com](mailto:info@chrandevents.com)
- Sponsors:
  - Pancho Campo: [pancho@chrand.es](mailto:pancho@chrand.es)
  - Rony Bacque: [rb@chrand.es](mailto:rb@chrand.es)
- Marketing: [marketing@chrand.es](mailto:marketing@chrand.es)
- Whatsapp: + 34 682.602.639
- [www.chrandevents.com](http://www.chrandevents.com)

## Viniportugal

- Frederico Falcao: [presidencia@viniportugal.pt](mailto:presidencia@viniportugal.pt)
- Marketing: [marketing@viniportugal.pt](mailto:marketing@viniportugal.pt)
- Tel.: +351 213 569 890
- [www.viniportugal.pt](http://www.viniportugal.pt)