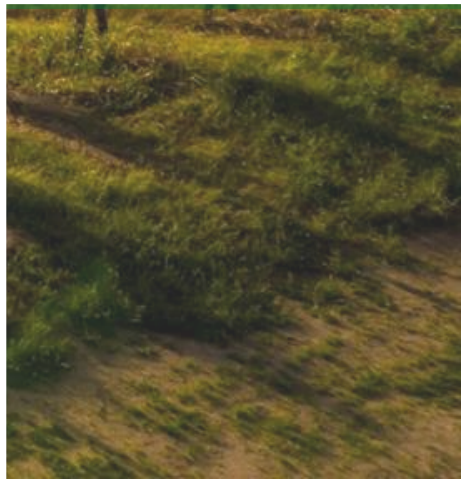
GREEN WINE FUTURE 2022

GREEN WINE FUTURE

May 23 – 26

Sponsorship Possibilities



Introduction

In 2006 Chrand Events pioneered the first-ever international conference on Climate Change and Wine, the first to examine the impacts of the climate crisis upon any specific industry. Since that edition in Spain, Chrand Events has organized numerous other conferences in Hong Kong, Portugal and other parts of the world featuring such visionary global leaders as US President Barack Obama, US Vice-President Al Gore, UNESCO Director-General Irina Bokova, and UN Secretary-General Kofi Annan amongst many others.

Chrand Events also organized international summits focused upon the most timely and substantial issues affecting the wine industry such as economic recessions and the Covid-19 pandemic. Chrand's pioneering spirit continued with the success of its virtual international wine conference, WineFuture 2021.

To address critical topics of sustainability, climate change, contemporary health concerns, and green business opportunities Chrand Events created Green Wine Future as the culmination of its Climate Change and Wine Future conferences. Designed as the most ambitious environmental conference ever organized for the wine community, Green Wine Future will occur in even-numbered years.

Due to the global pandemic, both impending iterations of these will be conducted in a hybrid format. This new format and the technology implemented by Chrand will offer a totally new way to attend a conference and for speakers to present their information. Live broadcast from vineyards, footage from innovative solutions to the climate crisis, interactive documentaries specially recorded for the event are just a few highlights of GWF.

A completely new and innovative approach to attend a conference

Virtual studio from where our hosts will broadcast

A more effective way for speakers to present their information

Live broadcast from vineyards by international experts

Testimonies by experts recorded at their estates & companies

- GWF will take its delegates around the globe to show them solutions to the climate crisis and in achieving greater sustainability implemented in the most important wine regions by leading experts.
- GWF is much more than a conference because our speakers will take you virtually into their wineries, vineyards, offices and research projects.
- Winemakers, viticultural experts, scientists and wine professionals will show you unique recorded presentations on hot issue topics.
- Using the latest virtual technology, delegates will witness first-hand the latest advances in sustainability while simultaneously interacting and networking with their fellow attendees.
- All presentations will be available to watch on demand minutes after each session.

Interactive visits to wineries both recorded and in real time

Footage & live broadcast from wineries and vineyards

The Format

As a hybrid / virtual conference, GWF2022 will be presented live in some areas of the world and virtually in others, while simultaneously broadcast to the entire planet with a tentative schedule of:

Time/Day	DAY 1	DAY 2	DAY 3	DAY 4
Morning	**GWF Latam** from Chile & Argentina	**GWF Africa** from Stellenbosch	**GWF Spain** from Madrid	**GWF Oceania** from Australia
Afternoon	**GWF North America** from California	**GWF Portugal** from Lisbon	**GWF France** from TBD	**GWF Oceania** New Zealand
Territories Covered & Time Zone	North America Central America Caribbean LatAm	West & Central Europe Africa	Central & East Europe, Near East	Asia Oceania

Languages

- The Official Language of the conference will be English.
- Simultaneous translation shall be provided into:
  - Spanish
  - French
  - Italian
  - Other TBD

Most Relevant Topics to be Addressed (subject to change)

GREEN WINE FUTURE 2022

01 The Climate Crisis

- Current Scenario
- Advances
- The Future

02 Economy

- Economy & the Environment
- Circular Economy
- Green Premium/Investment
- Carbon Tax

03 Carbon & GHG

- Carbon Sequestration
- Reduction of GHG emissions
- Transport
- Packaging

04 Hydric Resources

- Wastewater & Organic Waste
- Adaptive Governance of Hydric Resources
- Irrigation
- Drought

05 Viticulture & Soils

- Chemical-Supported v. Biodynamic / Organic Viticulture
- Regenerative Viticulture
- Pest & Diseases
- Biodiversity
- Adaptive Vine Material
- Soil Treatments and Adaptations

06 Human

- Climate Change and Labor
- Migration
- Social Responsibility to Surrounding Communities
- Fairtrade
- Systemic Inequities

07 Energy

- Energy Efficiency
- Renewable Energies

08 Policies & Administration

- Government
- Local v. National Policies
- International Policies
- Insurances

09 Marketing, Communications & Others

- The Consumer
- Green Washing
- Emerging Regions
- Sustainable Tourism
- Green Marketing
- Physical Structures (bldgs., etc.)

The Speakers

All Chrand climate change events, environmental summits and conferences have featured five types of speakers: wine Industry experts, academics and scientists, experts from outside the wine business, world leaders, and celebrities.

Some of the celebrities who have appeared at our conferences include President Barack Obama, VP Al Gore, Secretary General Kofi Annan, iconic film director Francis Ford Coppola, golf legend Ernie Els, singers from the Gipsy Kings, actor Matthew Goode, and tennis champion Andre Agassi.

We are negotiating with many experts and world leaders to participate in the conference. Confirmed speakers so far include:

1. Diana Seysses (FR/US)
2. Gérard Bertrand (FR)
3. Robert Joseph (GB)
4. Laura Catena (AR/US)
5. Michèle Shah (IT)
6. Miguel Torres (ES)
7. Mike Ratcliffe (ZA)
8. Mike Veseth (US)
9. Rebecca Harris (AU)
10. Riccardo Cotarella (IT)
11. Trudie Styler (GB/IT)
12. Paul Mabray (US)
13. Roger Boulton (AU)
14. Natalya Guseva (US)
15. Francis Ford Coppola (US)
16. Greg Jones (US)
17. Adrian Bridge (PT/GB)
18. José Vouillamoz (CH)
19. Frederico Falcäo (PT)
20. Allison Jordan (US)
21. Andrew Catchpole (GB)
22. Cyril Penn (US)
23. Dan Nicholl (ZA)
24. Elin McCoy (US)
25. Olga Barbosa (CL)
26. Martin Reyes (US)
27. Pauline Vicard (FR)
28. Richard Siddle (GB)

- World Leaders: US Vice-President Al Gore, Patricia Espinosa, Richard Branson, Antonio Guterres
- Scientists and Academics: David Attenborough, Jane Goodall, Greg Jones
- Celebrities: Trudie Styler, Francis Ford Coppola, Sting, Ernie Els...
- Non-Wine Industry Experts: speakers from related industries such as tea, coffee, spirits, hospitality, etc.
- Representatives from the most important wine companies, organizations and governing bodies from around the globe

A Fundraiser Event

Green Wine Future 2022 will help several NGOs involved with issues related to the wine industry of extreme importance for all humanity: water scarcity, the climate crisis, economic justice.

Donations will be made to these organizations, in part based on ticket sales, helping to resolve these issues that are amongst those Green Wine Future 2022 will address.

Additionally, the event will feature a Silent Auction/Sale of wines, experiences, services and products donated by our speakers, supporting partners and other organizations.

BENEFITS FOR SPONSORS
&
PACKAGES

GREEN WINE FUTURE 2022

Marketing Outline

1. **Target**
   - The event is directed mostly to the wine trade from more than 50 nationalities.
   - Because this event has never been done before with this format, is difficult to calculate the exact number of delegates who will attend the event.
   - However, based in the 7 past editions, the expert opinion of our marketing agency and the campaign proposed we expect to have over 3,000 delegates.

2. **Strategic Alliances**
   - We always join forces with a large number of organizations and institutions that help us promote our events through their databases, emailing, social media and other marketing tools.
   - For PF2022 these alliances include the likes of Wines of Chile, the Wine Institute, OIV, Napa Valley Vintners, etc.
   - We expect approximately 30 strategic alliances to help promote the event reaching thousands of their members, staff, followers, etc.

3. **Local Promoters & Partners**
   - In each Host City we will appoint a local promoter who will partner with us to help organize the conference and identify the personalities to participate.
   - The most important duties of the local partners include also the local promotion and marketing of the event.

4. **Press Conferences & Presentations**

   At each of the Host Cities we will organize press conferences and presentations of the event, in person and virtually broadcasted internationally.

Event Highlights

- A different way to attend a conference
- Technology never used before in wine
- +3000 delegates
- +50 Nationalities
- +100 Speakers
- 8 Host Regions in the time zone of each
- +50 Media Partners
- +30 Supporting organizations
- Broadcast in English, Spanish and French

Marketing Outline (continued)

5. **Media Partners**
   - To promote our events, we always sign agreements with Media Partners, mostly wine specialized media but also mainstream media.
   - We are in negotiations with the most important wine publications in Europe, US, Oceania, South Africa and Latin America.
   - Our local promoters and partners are also expected to sign agreements with local media partners in each Host City/Region.
   - We expect to have over 40 media partners.

6. **Media Campaigns**
   - Apart from the campaigns agreed with our Media Partners, we always allocate a budget for paid media advertising in some of the most important international newspapers and TV channels.
   - In past events we have worked with the Financial Times, CNN, and local media.

7. **Social Media & Digital Marketing**
   - One of the co-organizers of the event is Balzac Communications, arguably the most respected wine agency in the US and internationally.
   - Balzac will implement an extensive social media campaign, working with influencers and paid advertising.
   - In addition, we will launch a new GWF podcast 6 months leading up to the event to help promote and build interest in the conference.

8. **Public Relations**
   - In addition to the press conferences, Balzac will leverage their extensive network of press to promote the event through press releases, media updates, and ongoing communication.

Marketing Outline Summary

- Strategic Alliances with important international organizations, institutions and NGOs.
- Alliances with important international and local Media Partners
- Paid advertising and Media Campaigns in international newspapers, and TV.
- Extensive Social Media & Digital Marketing campaigns
- Local Promoters & Partners who will promote the event in each Host City
- Press Conferences & Presentations to be held in more than 20 Host Cities/Regions

Benefits for Potential Sponsors

1. Recognition as one of the exclusive corporate partners and sponsors.
2. Benefit from the massive promotion and marketing of the event that will be conducted in all continents.
3. Have the name of your brand incorporated in the name of the event. For example:

   "GWF in association with NAME OF THE BRAND"
4. Your brand can also be the exclusive sponsor of a panel or a keynote speech.
5. Marketing and brand awareness benefits of being one of the sponsors and corporate partners, including (but not limited to):
   - Branding in all the international marketing campaigns
   - Local and international marketing & PR
   - Press releases
   - Website & social media
   - Advertising through media partners
5. Provide the participation of a company representative to participate in the opening ceremony or to introduce a specific session sponsored by your brand.
6. Provide a speaker and/or moderator for sessions to be agreed.
7. Press conferences to announce the event will be organized in each of the host cities.
8. Branding & speakers to appear at the GWF podcast series (launching Nov 2021).
9. Projection of promotional videos throughout the event.
10. Leverage the Green Wine Future brand for their own marketing
11. Ownership of contact list for each city for post-event marketing
12. A number of complimentary registrations for staff and members.
13. A special registration rate for all their members and staff.
14. Editorial, interview or a full color page of advertising in the Official Digital Magazine.

Your Brand will be associated with:

- One of the largest and most innovative environmental conferences ever.
- We like to think of our sponsors as a corporate partnership instead of an advertising exercise.
- We invite our sponsors to get involved in the program and promotion of the event
- Showing the leadership of your brand to the international wine trade.
- Environmental causes & Sustainability
- The participation of world leaders, top scientists, dignitaries, and celebrities.
- Taking action to mitigate and adapt to the climate crisis.

Suggested Sponsorship Packages

	TITLE SPONSOR	HOST CITY/REGION SPONSOR	PLATINUM SPONSOR	SILVER SPONSOR	SESSION & KEYNOTE SPONSOR
Name of the Event or Session	(NAME OF YOUR BRAND) presents: Green Wine Future	GWF in association with… (NAME OF YOUR BRAND)	NO	NO	Session brought to you by… (NAME OF YOUR BRAND)
Speakers/Moderator	1 speaker	1 speaker	1 speaker	NO	A representative of the company to welcome or moderate or a speaker/moderator
Promo Video	· 10 times per day · On the website	· 6 times per day · On the website	4 times per day	2 times per day	Before and after the session only
Website	Dedicated section in prime position and logo on the home page	Dedicated Section in secondary position and on the home page	Dedicated section	Logo and Link on the sponsor´s section	Logo and link on the sponsor´s section
Official Digital Magazine	Welcome page + Back Cover + 2-pages editorial or interview	1 page of advertising	1 page of advertising	NO	NO
Social Media Posts	By default, plus regular posts	By default, in regard to the corresponding city plus regular posts	Post to announce the sponsorship	Post to announce the sponsorship	Only when announcing and promoting the session
Opening Ceremony	Speech by a company representative at the Opening Ceremony of the entire event	Speech by a company representative at the Opening Ceremony of the corresponding city	NO	NO	NO
Social Media Videos	Regular posts	Regular posts	Once	NO	Only when announcing the session
Press Conference	A representative to participate in all press conferences	A representative to participate in the press conference to announce the sponsored city	NO	NO	NO
Complimentary Registrations	120	75	50	25	10
Discount on tickets	40%	20%	20%	20%	NO
Merchandising	Logo on T-shirts	NO	NO	NO	NO
Podcast branding	By default, in all the podcast sessions	1 podcast	1 podcast	NO	NO
Podcast participation	2 speakers	1 speaker	1 speaker	NO	NO
Logos	In everything by default	In everything by default regarding the sponsored city	- Web - Brochure	- Web - Brochure	- Web - Brochure
Trade Show Area (When available)	Optional	Optional	NO	NO	NO
COST	175,000 $	40,000	25,000 $	15,000 $	7,500 $

- These are suggested packages
- Changes and can be made to suit your brand
- We are open to suggestions from potential sponsors
- Our goal is to offer your brand a tailor-made sponsorship package

Virtual Expo – Online Trade Show Area

- Green Wine Future has joined forces with Hopin, the leading company providing the latest technology to organize virtual and hybrid events.

- What has made Hopin unique is its capacity to enable meaningful interactions and networking between people online, just like at an in-person event. Hopin chooses to focus on engagement more than content.

We want people to not just watch but be part of the experience themselves!

- Connect your exhibitors with buyers based anywhere in the world with an immersive virtual trade show at our Virtual Expo.

- Our exhibitors can customize exhibit booths according to their brands. They can choose from a range of interactive booth designs, select booth colors, add custom graphics and links to web pages.

- This technology allows booth admins and visitors interact with each other via group and private chat. They can use text, video, and audio formats to connect and network.

VIRTUAL EXPO

- Digital Trade Show Area.
- Virtual stands where you can display videos, products and catalogues.
- Networking facilities between exhibitors and delegates.

Rates

- Virtual Stand..... 1.000 $
- Special Package..... 1.500 $
  - Virtual Stand
  - 2 VIP Tickets to the Conference
  - 1 page of advertising

Networking

- While at in-person events, attendees have the freedom to mingle freely, the same is true with online networking events with the right approach, platform, and execution.

- As many are finding today, you can offer the same benefits of an in-person gathering and give the sense of satisfaction attendees expect from a physical event at an online event.

- Two weeks before the starting of GWF2022, all delegates, sponsors, exhibitors and speakers will be able to access the virtual platform of the event to schedule their networking meetings and sessions.

- Wineries, importers and distributors will also be able to conduct virtual wine tastings and product presentations.

- Also 2 weeks prior to the event, producers can ship their wines to potential buyers attending GWF and arrange a virtual wine tasting.

VIRTUAL NETWORKING

powered by:

hopin

- Hopin's easy-to-use platform makes it simple for attendees to get where they need to go.
- Spark meaningful conversations and networking among attendees – even after the event ends.
- Enable ongoing discussion between attendees or with speakers through chat rooms, live discussions, and video calls.
- Make your event more interactive with polls, quizzes, Q&As, and more to drive audience engagement and satisfaction.

Official Digital Magazine

1. Green Wine Future will feature an Official Digital Magazine.
2. This magazine will be available to download from the website of the event.
3. All registered delegates will receive a link to download a copy of the magazine days prior to the commencement of the event.
4. Content of the Official Digital Magazine

- Program & Schedule
- Speaker´s bios
- Trade Show Area exhibitors
- Sponsor´s advertising
- Interesting articles and editorial about climate change, sustainability, biodiversity, carbon issues, sustainable tourism, and topics related to the event.
- Interviews with wine personalities, dignitaries and celebrities.
- Features on sponsors, regions, companies, personalities, etc.

GWF Magazine

- Digital Magazine and Program of the event.
- Available to download in PDF
- Interesting articles and features about the topics of the event
- Interviews with speakers, dignitaries and celebrities.

Advertising Rates

- Full page color..... 600 $
- 2 pages editorial.....1.500 $

Founder and Organizer: Chrand Events USA

Event organizers for the last 30 years around the globe and pioneers in the management of the first ever symposiums and conferences on climate change and wine.

CHRAND is an agency founded by former tennis professional and Olympic captain Pancho Campo. Organizers of world-class events for the last 30 years in over 20 countries, CHRAND has managed and produced concerts, sporting events, summits and conferences with some of the most important world leaders, celebrities and Nobel Prize winners including: US President Barack Obama, US Vice-President Al Gore, UN Secretary-General Kofi Annan, film director Francis Ford Coppola, Sting, Pink Floyd, Andre Agassi and Enrique Iglesias amongst other notables.

CHRAND Events USA

www.chrandevents.com

Co-Organizers

The American College in Spain

A goal of The American College in Spain is to help create awareness on climate change amongst its students and faculty. In collaboration with CHRAND Events, ACS has helped organize Porto's Climate Change Leadership Summit featuring US President Barack Obama, world conferences on Climate Change & Wine featuring US Vice-President Al Gore, and UN Secretary-General's Kofi Annan's opening of Spain's Climate Change & Wine conference

DF Consults

David Furer is an internationally recognized communicator, marketer, and event organizer working since 1991 with and in the world's most recognized and dispersed wine-producing locales. His news and opinion writings appear in US, British, and French drinks media outlets while he's authored and contributed to several wine books. Since 1998 he's developed and executed marketing projects for numerous US, European, and South American organizations; since 2003 created, organized, spoken at and hosted events in Asia, Europe, and his native US on topics including the climate crisis and the sociocultural origins of wine.

Balzac Communications & Marketing

Balzac’s mission is to make positive change in the wine and spirits sector, one client and event at a time. Leveraging 30 years of marketing and public relations experience, Balzac has built solutions and strategies that help their clients save time, decrease costs, build their brand, and sell their products faster. President Michael Wangbickler is a trusted advisor and strategic consultant to his clients. He believes leadership, imagination, and innovation require a certain level of fearlessness and he encourages his team to step off the worn pathways and break new ground.

Contacts

Pancho Campo

Founder / Conference Director

ceo@chrand.es

David Furer

Host / Speakers Coordinator

DF Consults

rerufd@gmail.com

+1 917 900 2426

Michael Wangbickler

Publicity & Communications Director

Balzac Communications & Marketing

mike@balzac.com

+1 707 255 7667

Patricia Jiménez

Registrations & Virtual Technology

patricia@chrand.es

Paulina Bacqué

Financial Administrator

pbacque@americancollegespain.com

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