

2026 Sponsorship Opportunities

Support Sonoma County
Grape Growers

**SONOMA
COUNTY**
WINEGROWERS

WHO WE ARE

Sonoma County grape growers are hard working families who, for generations, have farmed the world's highest quality grapes. In 2019, Sonoma County achieved a record-breaking 99% sustainability certification across its vineyards, putting the region on the global map as a leader in sustainable winegrowing. We are committed to preserving the rich agricultural heritage and remarkable beauty of Sonoma County for generations to come.

MISSION

To increase the value of Sonoma County winegrapes while nurturing and protecting sustainable agriculture for future generations.

VALUES

FAMILY FARMING

Sustaining family farms takes commitment and hard work.

QUALITY

Our grape growers combine generations of farming wisdom with the latest innovations in sustainable agriculture to grow the world's finest winegrapes.

STEWARDSHIP

This land is home to our grape growers, who dedicate themselves to sustaining, preserving, and protecting it for generations to come.

COMMUNITY

Sustainable agriculture depends on healthy, vibrant people. Sonoma County grape growers see their neighbors, workforce, and community as part of their extended family.

BOARD OF DIRECTORS

The Sonoma County Winegrowers are fortunate to have some of the region's leading grape growers serving on the Board. Thank you to each of them for their dedication and support of our mission.

COMMISSIONERS

- Bret Munselle (Chair)
- Tyler Klick (Vice Chair)
- Taylor Serres (Treasurer)
- Joe Dutton (Secretary)
- Monica Mehta (Public Member)
- Marissa Ledbetter-Foster
- April Nalle
- Dan Rotlisberger
- Steve Sangiacomo
- Justin Seidenfeld
- Matt Vogensen

COMMISSIONER ALTERNATES

- Michael Busselen
- Chris Crispo
- Kris Hicks
- Alex Kanzler
- Jeremy Kreck
- George Martinelli
- Mark Orsi
- Jim Rickards
- Mark Sanchietti
- Richard Schaefers

THE IMPACT OF YOUR SPONSORSHIP

Our sponsors are committed to the success of local grape growers and the long-term preservation of sustainable agriculture. Your contribution directly supports more than 1,800 Sonoma County grape growers and multi-generational family farms. Sonoma County Winegrowers deeply values our sponsor partnerships and creates opportunities for your brand to connect with a vibrant and engaged agricultural community. Learn more about sponsorship and the impact you can make.

SONOMA COUNTY BY THE NUMBERS

57,518 Acres

Planted to vineyards in Sonoma County

80%

Of Sonoma County vineyards are 100 acres or less

40%

Of Sonoma County vineyards are 20 acres or less

2 to 1

For every two acres of vineyards farmed in Sonoma County, growers also maintain an additional acre of diversified agriculture, including dairy, poultry, hay, pasture, figs, lavender, limes, pears, and apples.

54,000+ Full Time Jobs

Created by the wine community

\$13.4 Billion

Economic value from Sonoma County's wine community

\$778 Million

Economic value of Sonoma County winegrapes in 2018

1,800+

Grape growers in Sonoma County

95%

Of Sonoma County Vineyards are family-owned and operated

99%

Of Sonoma County's Vineyard acres are certified sustainable by a third party

6%

Of California wine is produced in Sonoma County

60+

Grape varieties are grown in Sonoma County



ANNUAL SPONSORSHIP

By joining us as a sponsor, your company will support our grape grower educational programs, our sustainability initiative, and the dynamic marketing efforts that promote Sonoma County winegrowing locally and globally. We invite you to review our annual sponsorship opportunities below. Sponsors receive a wide range of benefits through our extensive marketing, events, and public relations efforts.

Growers Circle
\$10,000

Viticulture Advocate
\$5,000

Friends of SCW
\$1,000

		Growers Circle \$10,000	Viticulture Advocate \$5,000	Friends of SCW \$1,000
Events	Dollars & \$ense	Opportunity to present & logo on invitation, collateral, presentation	Logo on invitation, collateral, and presentation	Logo on presentation
	Grower BBQ	Opportunity for dedicated space & logo on invitation and collateral	Invitation for 2	Invitation for 1
	Holiday Harvest Party	Invitation for 4	Invitation for 2	Invitation for 1
	Century Club Luncheon Recognizing Families	Invitation for 2	Invitation for 1	Invitation for 1
Advertising & Communications	Annual Report Distributed to growers	Full page ad, business listing, logo	Half page ad, business listing, logo	Logo
	The Good Stuff Podcast & Radio Show	2x	1x	1x
	SCW E-Blast Sponsor spotlight	4x	2x	1x
	SCW Website Sponsor spotlight	Featured listing	Featured listing	Logo only

SPECIAL EVENTS SPONSORSHIP

Each year, the Sonoma County Winegrowers hosts a series of events that celebrate the work of our grape growers while supporting educational programs that strengthen the industry. These events offer meaningful opportunities to engage with our community and provide a range of visibility for your company. We invite you to explore the annual events we host and learn how your organization can connect with Sonoma County's grape growers. For additional details, please contact us.

DOLLARS & \$ENSE

Our annual Dollars & \$ense Seminar is one of the North Coast's longest-running wine industry events. Now hosted as a live virtual webinar, it brings together grape growers, vintners, and wine industry professionals to reflect on the evolution of the industry, review the past year, and explore the most important issues shaping the year ahead. [Presenting Sponsor Opportunities Available.](#)

GROWER BBQ

The Grower BBQ is an annual event that brings together local winegrape growers to kick off the upcoming harvest. Guests are welcome to arrive at their leisure, enjoy food and wine, and connect with peers from across Sonoma County. Designed as a casual, community-focused gathering, the BBQ provides an opportunity to strengthen relationships, share conversations ahead of harvest, and celebrate the people behind Sonoma County winegrowing. [Event Sponsor and Catering Sponsor Opportunities Available.](#)

HARVEST PARTY

Following harvest each year, Sonoma County Winegrowers brings together grape growers and members of the wine community for our annual Holiday Party. This gathering welcomes more than 200 Sonoma County grape growers, along with SCW Commissioners and staff, to recognize a successful harvest and celebrate the dedication behind it. [Event Sponsor and Catering Sponsor Opportunities Available.](#)

CENTURY CLUB LUNCHEON

Sonoma County Winegrowers proudly hosts the annual Century Club Luncheon to recognize multi-generational grape-growing families who have been continuously farming within Sonoma County for 100+ years. Representing 33 families and growing, this gathering brings together heritage growers, community leaders, media, and congressional representatives to celebrate a century of farming and stewardship in the county. [Event Sponsor and Catering Sponsor Opportunities Available.](#)

If you are interested in becoming a sponsor, visit <https://sonomawinegrape.org/sponsorship/>
Additional sponsorship opportunities to support the work of the Sonoma County Grape Growers
Foundation are also available. For more information, please visit www.scggf.org

OUR CREED

We are farmers always

We are grape growers today

**We believe in preserving agriculture
for future generations**

**We see sustainability as our compass
for better farming and business**

**We understand that history offers
a guide to making decisions in the future**

**We believe in continuous learning,
improvement and collaboration**

**We are positive contributors to
our community and industry**

**We are caretakers of the land we inherited
on behalf of those who will inherit it from us**

**Generation after generation,
we are Sonoma County Winegrowers.**

**SONOMA
COUNTY
WINEGROWERS**