



BELLE & BOTTLE AWARDS

2024 WINE AWARDS
SPONSOR OPPORTUNITIES

"Wine from a Female Perspective"



WINE ON A MISSION

At Belle & Bottle, we believe in the power of women to challenge the status quo and create lasting change. We've harnessed the transformative power of wine to drive this mission forward.

Our wine company and non-profit foundation are dedicated to empowering female entrepreneurs by providing them with the funding, mentorship, and resources they need to thrive.

Each year, we proudly host the Belle & Bottle Awards—a wine competition and community that celebrates wine from the female perspective. This vibrant platform serves to elevate the voices of women in the industry and bring their exceptional talents into the spotlight.

A majority of the wine purchased in the US is by women, increasingly to a new, younger and more diverse audience. Our evaluations showcase wines in a way that speak to this diverse female audience, often overlooked in a male dominated field of critics and scores.

Women are underrepresented in all leadership roles within the wine community, with a minimal showing in the wine critic role. This panel of all-female judges will be from all areas of the industry, with outstanding qualifications and varied experiences, focused on diversity. Giving female wine professionals a platform to speak to their peers and consumers as well as provide targeted marketing for wineries.



EMPOWERING WOMEN

WINE AWARDS

Why it Matters

By elevating the voices of women in wine, Belle & Bottle Wine Awards connects with the most engaged wine audience. By using our platform to empower female entrepreneurs and leaders in wine we have an opportunity to lift up women in all areas of the industry and amplify our collective voice.

Sponsorship supports diversity and impacts change in an industry that values connection and community through:

- Targeting the new wine audience
- Sharing the knowledge of our judges
- Showcasing wine travel and experiences
- Rewarding wine businesses who are leaders in social impact, environmental sustainability and wine innovation.



OUR FOUNDATION

The impact of our work, at the Belle & Bottle Awards directly benefits our foundation's mission to support female entrepreneurs. We believe that female entrepreneurship requires that extra-special quality we call Moxie, and our Belle & Bottle Foundation is dedicated to matching that spirit and energy with opportunity.

When you support Belle & Bottle, you become part of a movement that empowers women, celebrates their achievements, and creates a more inclusive and equitable future.

Learn more at BelleandBottle.com/Foundation



2024 EVENTS

This awards program was conceived of by Belle & Bottle founder Laura Huston. This event not only benefits women in the wine industry, but through The Belle & Bottle Foundation will benefit female entrepreneurs in the areas of hospitality + wine, environment, wellness, women + family, and generational wealth. All areas working together to create overall success in our communities.



Belle & Bottle Wine Awards

Will be hosted in Nashville, TN
Partner venue TBA

April 2024

Awards Membership

As we build a strong community of business allies that celebrate women in wine, we are also reaching out to our target audience to be partners. With our Founding Memberships we are offering a chance for buyers to show their commitment to the cause. As we become a resonating voice in wine, members will be rewarded as they enjoy exclusive access, events, special offers, expert advice, wine travel perks and more.

Memberships start at \$99



SPONSOR OPPORTUNITIES

A year long promotion leading up to our Awards in April 2024 and beyond. The belleandbottleawards.com website will be a hub for content year-round as well as our media outreach and influencer campaigns throughout the year.

Platinum Sponsor

\$10,000

- Prominent sponsor recognition and link on the belleandbottleawards.com website home page and top spot on the sponsor tab
- Prominent sponsor recognition on all event-related marketing & promotional collateral: invitations, e-mails and posters
- Paid influencer advertisement about the awards to include platinum sponsor
- This level allows us some creativity to work with your brand for social media posts, giveaways and sponsored ads. Let us create a meaningful contribution to support our cause and your brand!
- Sponsor listing on at-event signage
- Opportunity to provide marketing materials and giveaways for judges
- Opportunity to speak to attendees at judging competition
- Sponsor advertisement in the Buyers Guide
- Blog post & email designed for sponsor content with a thank you from our Team
- 4 VIP Founding Memberships
- First right of refusal for Presenting Sponsor for 2025

Gold Sponsor

\$7,500

- Sponsor recognition and link on the belleandbottleawards.com website home page and sponsor tab
- Sponsor recognition on all event-related marketing & promotional collateral: invitations, e-mails and posters
- Paid influencer advertisement about the awards to include mention of gold sponsor
- This level allows us some creativity to work with your brand for social media posts, giveaways and sponsored ads. Let us create a meaningful contribution to support our cause and your brand!
- Sponsor listing on at-event signage
- Opportunity to provide marketing materials and giveaways for judges
- Sponsor advertisement in the Buyers Guide
- 4 VIP Founding Memberships
- First right of refusal for Gold Sponsor for the 2025 event

Silver Sponsor

\$5,000

- Sponsor recognition and link on the belleandbottleawards.com website sponsor tab
- Sponsor recognition on all event-related marketing & promotional collateral: invitations, e-mails and posters
- Sponsor listing on at-event signage
- Opportunity to provide marketing materials and giveaways for judges
- Sponsor recognition in the Buyers Guide
- 2 VIP Founding Memberships
- First right of refusal for Silver Sponsor for the 2025 event



SPONSOR OPPORTUNITIES

VIP Wellness Room Sponsor

\$5,000

Sponsor will be hosting our wellness area where judges and event volunteers can step into if they need a break from the day. Logo signage will be prominently displayed. Work with our event planners to come up with something unique and special for our judges and volunteers. Swag bag items for judges and volunteers also an option. Use this as a creative outlet to share your message with our special guests! Sponsor recognition and link on the belleandbottleawards.com website sponsor tab.

Glassware Sponsor

\$3,000

At a wine competition, glassware is everywhere! Work with our team to incorporate your logo. Design theme will need to match the aesthetic of the overall event.

Judge Sponsor

\$2,500

Judges sponsors will be contributing to the travel expenses of our all-female panel of judges. These sponsors will be supporting the professional development of women in the wine industry and showing support to elevate female voices in wine. We will be partnering with many non-profit organizations throughout the country to select talent from their memberships. These sponsorships will provide education and networking opportunities for talented and diverse women in wine. Recognition will be listed on the website, blog and other digital media and displayed at our judging event. We will be working with trade and media throughout the year promoting this focus of wine from a female perspective.

Corporate Membership

\$999

Recognition and link on the belleandbottleawards.com website sponsor tab. We will work with you to provide social media content and you will receive a medallion you can place on your site showing support for our focus on women in wine. Our corporate members will be displayed on event marketing. Additionally, corporate members will receive a 10% discount on wine submissions for the awards.

Hospitality Sponsor

\$ or In-kind

Our multi-day wine competition will have opportunities to host our judges in the evening, or provide drinks (non-alcoholic) and snacks or other necessities during the day. Businesses could offer to host or sponsor an evening at another venue. A great option for local business. Sponsor will be displayed on our website and social platforms.

Swag Donation Sponsor

Product

We are currently targeting a 200-300 person guest count for our Grand Tasting Event. Add your product and promotion/QR code to our swag bag to reach this wine and foodie audience.



BELLE & BOTTLE AWARDS

When you support Belle & Bottle, you become part of a movement that empowers women, celebrates their achievements, and creates a more inclusive and equitable future. Join us in our mission to make a difference through wine and the unwavering determination of extraordinary women.

BELLE & BOTTLE FOUNDATION IS A REGISTERED 501C3 ORGANIZATION TO SECURE YOUR SPONSORSHIP OR FOR QUESTIONS PLEASE CONTACT

LAURA HUSTON

Founder Belle & Bottle

Chairwoman, Belle & Bottle Foundation

laura@belleandbottle.com

425.440.1098

KALEEN SKERSIES

Board Member, Belle & Bottle Foundation

community@belleandbottle.com

"Wine from a Female Perspective"

