



DIRT TO GLASS

# DIRT TO GLASS ANNUAL CONFERENCE

ELEVATING MICHIGAN WINE  
FROM THE GROUND UP

AUGUST 22-23, 2024  
TRAVERSE CITY, MICHIGAN

## SPONSOR CATALOG



**MICHIGAN STATE**  
UNIVERSITY  
**MICHIGAN STATE**  
UNIVERSITY

AgBioResearch

Extension

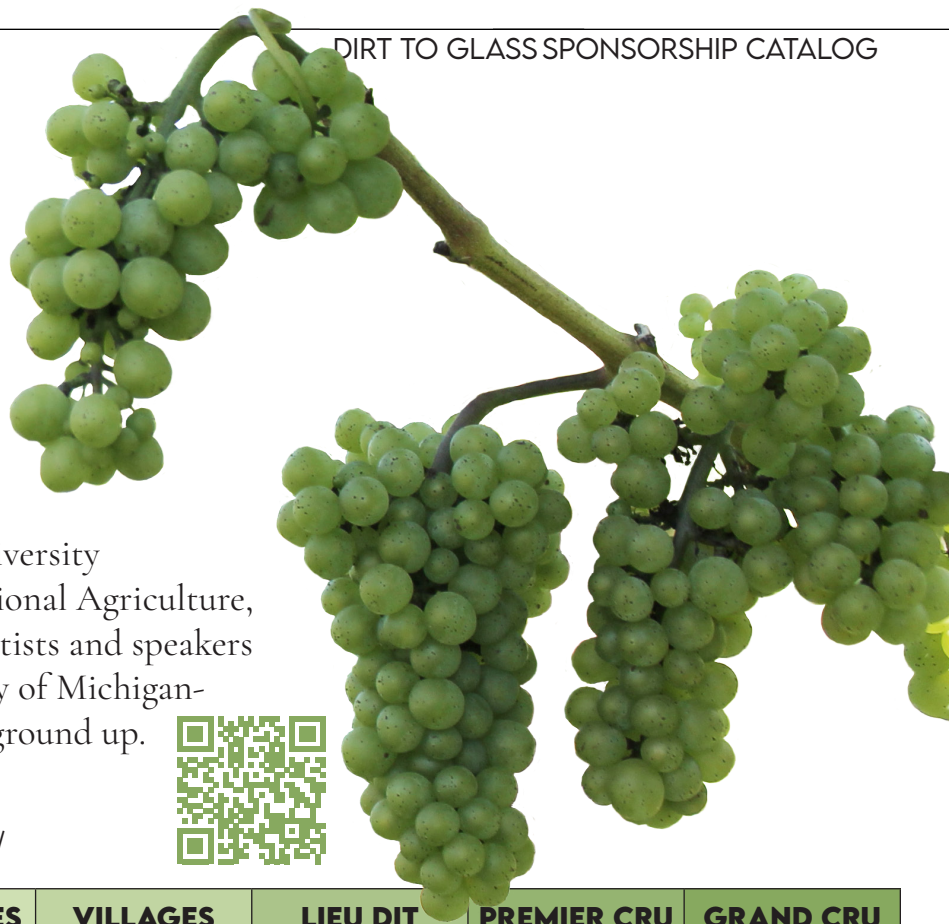
**INTENTIONAL**  
AGRICULTURE



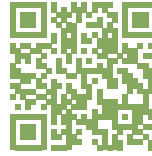




**DIRT TO GLASS**



A joint project between Michigan State University AgBioResearch, MSU Extension and Intentional Agriculture, **Dirt to Glass** brings highly recognized scientists and speakers from around the world to elevate the quality of Michigan-grown grapes and Michigan wine from the ground up.



Please register as a sponsor at <https://events.anr.msu.edu/DTGSponsor24/>

<b>BENEFITS</b>	<b>RÉGIONALES SPONSOR</b> \$500	<b>VILLAGES SPONSOR</b> \$1,000	<b>LIEU DIT SPONSOR</b> \$2,000	<b>PREMIER CRU SPONSOR</b> \$3,500	<b>GRAND CRU SPONSOR</b> \$5,000
Pre-event media coverage	●	●	●	●	●
On-site recognition	●	●	●	●	●
Company supplied literature included in the attendee packet	●	●	●	●	●
Ad in the conference program	Listed	Listed	1/4 Page	1/2 Page	Full Page
Complimentary registration(s)			1 for Day 1	1 for Day 1	2 for Day 1
Complimentary lunch on Thursday			1 for Day 1	1 for Day 1	2 for Day 1
Complimentary entry to walk-around-tasting Thursday			1	1	1
Complimentary Social Hour ticket(s) Thursday	1	1	1	1	2
Sponsor table			●	●	●



# ADVERTISING SPECIFICATIONS

AD SIZES (INCHES)	VERTICAL DIMENSIONS	HORIZONTAL DIMENSIONS	BLEED DIMENSIONS	TRIM SIZE (FOR MARGINS)
Full Page (full-color)	8 1/2 X 11		8 3/4 X 11 1/4	8 1/4 X 10 3/4
Half Page (full-color)		8 1/2 X 5 1/2		8 1/4 X 5 1/4
Quarter Page (full-color)	4 1/4 X 5 1/2			4 X 5 1/4

- Advertisements must be print-ready and submitted no later than July 15, 2024, to Kate Edwards at [kate.edwards@affiliate.msu.edu](mailto:kate.edwards@affiliate.msu.edu).
- Full-page ad placement will be chosen on a first-come, first-serve basis.
- Sizes are all measured in inches. Bleed (1/4 inch) are available on all ad sizes. Minor size adjustments may be made to advertisements to ensure proper placement on the page within the design of the publication.
- For questions regarding advertisements, contact Kate Edwards at [kate.edwards@affiliate.msu.edu](mailto:kate.edwards@affiliate.msu.edu).

## SPONSOR TABLES

Sponsor tables are on a first-come, first-serve basis until maximum allotment of space has been utilized.

- Sponsor tables are approximately 5 feet wide by 2 feet deep and will include one table, two chairs and lunch for one person.
- If requested, access to one standard electrical outlet will be provided. Exhibitors should bring their own extension cords.

Set up and Tear down Times on Thursday, August 22, 2024.

- Table Setup 7:00-8:00 a.m.
- Tables open 8:30 a.m. to 5:30 p.m.
- Tear Down 5:30-6:30 p.m.

Additional instructions and finalized conference agenda will be provided at a later date.

## SPONSOR INQUIRIES

For questions regarding sponsorship logistics, reach out to Veronica Dragovich at [dragov@msu.edu](mailto:dragov@msu.edu).

### EXECUTIVE COMMITTEE

Jennifer Berkey  
MSU Extension  
[berkeyj@msu.com](mailto:berkeyj@msu.com)

Amanda Danielson  
Intentional Agriculture  
[amanda@stellatc.com](mailto:amanda@stellatc.com)

Paolo Sabbatini, Ph.D.  
Michigan State University  
[sabbatin@msu.edu](mailto:sabbatin@msu.edu)

### PLANNING COMMITTEE

Andrew Backlin, *Modales*  
Amy Birk, *Domaine Berrien Cellars*  
Veronica Dragovich, *MSU Extension*  
Kate Edwards, *MSU Extension*

Maxwell Eichberg, *Stranger Wine Company*  
Thomas Houseman, *Radiant Sparkling Wine Company*  
Kristy McClellan, *Left Foot Charley*  
Esmaeil Nasrollahiazar, *MSU Extension*

Doug Olson, *Boathouse Vineyards*  
Michael Reinke, *MSU Extension*  
Bryan Ulbrich, *Left Foot Charley*  
Derrick Vogel, *Folklor Wine & Cider*

The Michigan Grape & Wine industry appreciates your support!

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