

DIRT TO GLASS ANNUAL CONFERENCE

august 21-22, 2025

traverse city, michigan



2025

SPONSORSHIP CATALOG



DIRT TO GLASS

Designed to empower growers, winemakers, and industry professionals, **Dirt to Glass™** is not just a conference — it's a catalyst for transformation.

With its unique focus on the entire agricultural value chain, from soil health to final product, the event offers vital insights for achieving quality, profitability, and global competitiveness.



BENEFITS	RÉGIONALES \$500	VILLAGES \$1,000	LIEU DIT \$2,000	PREMIER CRU \$3,500	GRAND CRU \$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	8 1/2 X 11		8 3/4 X 11 1/4	8 1/4 X 10 3/4
Half Page		8 1/2 X 5 1/2		8 1/4 X 5 1/4
Quarter Page	4 1/4 X 5 1/2			4 X 5 1/4

- Advertisements must be print-ready and submitted no later than **July 15, 2025**, to Kate Edwards at kate.edwards@affiliate.msu.edu.
- Full-page ad placement will be chosen on a first-come, first-served 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. All ads will be full color.
- For questions regarding advertisements, contact Kate Edwards at kate.edwards@affiliate.msu.edu.

SPONSOR EXHIBITS

Sponsor Tables

- Sponsor tables are on a first-come, first-served 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 one lunch.
- If requested, access to one standard electrical outlet will be provided. Exhibitors should bring their own extension cords.

Set up and Tear down

- Date: Thursday, August 21, 2025.
- Table Setup 7:00-8:00 a.m.
- Tent 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.

SPONSORSHIP REGISTRATION

Please register as a sponsor by visiting the following web address or scanning the QR code.



<https://events.anr.msu.edu/2025D2GSponsorship/>

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**The Michigan Grape & Wine industry
appreciates your support!**

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