



# MINDSET

REGENERATION & RESILIENCE SYMPOSIUM



June 8-10, 2026

Cambria Estate Winery, Santa Barbara County, CA

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## The Invitation

The **MINDSET Regeneration & Resilience Symposium** is the first event of its kind in Santa Barbara County—three immersive days bringing world-class expertise in regenerative viticulture directly to this region’s growers and winemakers. With a lineup of globally recognized speakers, researchers, and practitioners, MINDSET will catalyze a regional movement that builds soil health, biodiversity, ecosystem and economic resilience, and positions Central Coast winegrowers as regenerative leaders.

We are seeking 16 founding sponsors who share this vision. Your support will secure exceptional speakers, audiovisual and videographer services, and ensure the event is accessible to the growers and vineyard managers who stand to benefit most. Establish your brand as a founding partner in the future of Central Coast wine.

## Who Will Be in the Room

MINDSET is designed to attract the decision-makers and practitioners who are shaping the future of viticulture across the Central Coast and beyond:

**Vineyard owners and managers** actively exploring or implementing regenerative practices. **Winemakers** seeking quality distinction and brand differentiation. **Viticulture consultants and agronomists** seeking new tools and insights to support their clients. **Regional wine industry leaders, trade professionals, and media** who want to understand if regenerative viticulture is the future of wine, or just the latest buzzword.

This is a focused, high-quality audience of professionals who make purchasing decisions, influence regional practice, and are motivated to act.

## Sponsorship at a Glance

<b>TRELLIS SPONSOR</b>	<b>CANOPY SPONSOR</b>	<b>ROOTSTOCK SPONSOR</b>
<b>\$6,000</b> 1 available 6 tickets <i>(\$2,400 value)</i>	<b>\$3,000</b> 3 available 4 tickets <i>(\$1,600 value)</i>	<b>\$1,500</b> 2 available 2 tickets <i>(\$800 value)</i>

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## Benefits Comparison

Sponsor Benefit	Trellis \$6,000	Canopy \$3,000	Rootstock \$1,500
<b>VISIBILITY &amp; BRANDING</b>			
Logo placement on event homepage	Top of page	Bottom of page	Bottom of page
Logo & company description on dedicated Sponsor page	✓	✓	✓
Logo on all event marketing & communications materials	✓	✓	✓
Dedicated Trellis sponsor signage at entrance & stage	✓	—	—
Collective Canopy & Rootstock sponsor recognition signage at entrance & stage	—	✓	✓
<b>ON-SITE PRESENCE</b>			
Table alongside audience	✓	✓	✓
Recorded 3–5 min video interview (edited with logo, shared on event page)	✓	—	—
90-second live welcome at start of one event day	✓	—	—
<b>POST-EVENT &amp; RECORDINGS</b>			
Branded sponsor of one day's session recordings (posted publicly)	✓	—	—
<b>DIGITAL &amp; SOCIAL MEDIA</b>			
Individual social media spotlight (2–3 platforms)	✓	—	—
Collective tier social media spotlight (2–3 platforms)	—	✓	—
<b>EVENT ACCESS</b>			
Complimentary tickets	6 X \$399	4 X \$399	2 X \$399



## TRELLIS SPONSOR

\$6,000 | One available | *Structural Support. Maximum visibility.*

- **Premium logo placement** near the top of the MINDSET homepage.
  - **Recorded video interview (3–5 minutes)** with a member of your team, discussing how your product/service advances regenerative viticulture. Professionally edited and featured at the top of one event day webpage. Each Trellis sponsor is featured on a different day.
  - **Two-Minute live welcome** at the start of one event day. A brief, high-impact moment to directly address attendees.
  - **Dedicated Trellis-level signage** at the venue entrance and adjacent to the stage—your logo and brand front and center throughout the event.
  - **Individual social media spotlight** across 2–3 platforms, featuring your brand story and connection to regenerative viticulture.
  - **Logo and company description** featured prominently on the dedicated Sponsor page, with your video interview embedded.
  - **Branded recording sponsor** — Each Trellis sponsor is the branded sponsor of one event day’s recordings. Session recordings will feature your logo and be posted publicly for long-term visibility well beyond the event itself.
  - **Exhibitor table** at the event venue for display & engagement.
  - **Logo** on all event marketing and communications materials.
  - **Six complimentary tickets** to the full three-day symposium (\$2,400 value).
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## CANOPY SPONSOR

\$3,000 | Three available | *Broad Reach. Community Presence.*

- **Logo placement** on the MINDSET homepage (lower section).
  - **Logo and company description** on the dedicated Sponsor page.
  - **Collective Canopy-tier social media spotlight** across 2–3 platforms, spotlighting all Canopy sponsors together.
  - **Collective sponsor recognition signage** at the venue entrance and adjacent to the stage.
  - **Exhibitor table** at the event venue for product display, materials, and direct engagement with attendees.
  - **Logo** on all event marketing and communications materials.
  - **Four complimentary tickets** to the full three-day symposium (\$1,600 value).
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## ROOTSTOCK SPONSOR

\$1,500 | Two available | *Essential grounding. Community connection.*

- **Logo placement** on the MINDSET homepage (lower section).
  - **Logo and company description** on the dedicated Sponsor page.
  - **Collective sponsor recognition signage** at the venue entrance and adjacent to the stage.
  - **Exhibitor table** at the event venue for product display, materials, and direct engagement with attendees.
  - **Logo** on all event marketing and communications materials.
  - **Two complimentary tickets** to the full three-day symposium (\$800 value).
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## REGENERATIVE WINE TASTING SPONSOR

\$1,250 | One Available | *Close the event. Own the celebration.*

- **Co-host of the closing walkaround tasting** — Your brand is featured on prominent signage at the tasting, and on all tasting materials. Actively support local-to-global regenerative producers. A high-visibility moment as the capstone of the entire symposium.
  - **Logo** on all event marketing and communications materials.
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## Secure Your Position

Founding sponsor positions are limited and will be filled on a first-come, first-served basis. Early commitment ensures maximum visibility as event promotion begins across digital, social, and industry channels.

This is an opportunity to align your brand with a transformative moment for Santa Barbara County wine—to be recognized as a company that invested in the future of this region at a pivotal moment.

Join us in generating Action & Impact  
Don't miss this MINDSET shift



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