

International Cool Climate Wine Symposium Sponsorship Guide



Brock University will host the 10th International Cool Climate Wine Symposium in July 2021.

Situated atop the picturesque Niagara Escarpment in St. Catharines, Ontario, Canada. Brock is home to the Cool Climate Oenology and Viticulture Institute – otherwise known as CCOVI – an internationally recognized institute focused on addressing the research priorities and knowledge transfer needs of the Canadian grape and wine industry.

Together, CCOVI and its partners comprise the 2021 ICCWS Organizing Committee, ensuring rigorous scientific content and engaging programming for all participating delegates.

Get involved in sponsorship opportunities:
iccws2021@brocku.ca
iccws2020.ca

Brock
University



Sponsorship Opportunities

** Logo size is determined by sponsorship level*

All sponsors receive the following benefits:

- Hyperlinked logo* on the ICCWS 2021 website
- Full color logo* in the Electronic Technical Program (PDF)
- Full color logo* on back cover of the printed Technical Program
- Full color logo* at on-site registration desk
- Appropriate acknowledgement in sessions
- Additional benefits are listed within each sponsorship opportunity

Research Seminars | \$2,000 per Seminar

Viticulture

- **Keynote:** Modelling grapevine phenology and impacts of climate change on viticulture
- Grapevine stress physiology
- Vineyard management to improve fruit quality
- Viticulture flash talks
- Vineyard pest management
- Vineyard disease management
- Grapevine breeding and rootstocks
- Improving vineyard sustainability
- Climate change and grapevine stress adaptation
- Precision vineyard management
- Vineyard disease impacts and management

Oenology

- **Keynote:** The global wine industry view of climate adaptation and the challenges of new technology adoption in wineries
- Wine taint management
- Skin fermented white wines minimal intervention winemaking
- Oenology flash talks
- Rosé winemaking and rose wine in the Asian market
- White wine tropical flavour
- Green flavour in red wines
- Sustainable wineries
- Yeast, bacteria and nutrients
- Sensory analysis and flavour chemistry related to wine style and regional identity
- Red winemaking and phenolic management
- Tackling fake wine: Methods to authenticate wine
- Knowledge and technology transfer from the land of Appassimento to other cool climate regions
- Pinot noir regional identity
- Wine production and technology

Business

- **Keynote:** Building a sustainable wine business: People, place and profit?
- Why wine consumers buy what they buy (understanding customers more through virtual reality and augmented reality)
- Territorial branding and management (sense of place, authenticity, character, and more)
- Economic consequences and business implications of climate change
- Exploring the nexus between wine consumers and terroir
- The integration and separation of the digital and physical worlds of wine
- Learning and managing consumer perceptions of cool climate wines and grape varieties
- Women and other new faces in the cool climate wine world
- The business of vineyard management
- Wine industry perception and adaptation to climate change

Science Communication

- **Keynote:** Climate change and wine science communication: scientists, media and the public

Tastings | \$2,000 per Tasting

Oenology

- Making wine with new varieties: EU and US hybrids
- Canadian sparkling wine
- Canadian Cabernet franc wines
- Appassimento wines

Sponsorship Opportunities

Workshops | \$1,000 per Workshop

Viticulture

- Managing floor vegetation and weeds
- Reducing and mitigating cold damage

Oenology

- Aroma training (x 2 workshops)

Business

- Placing cool climate wines on the market: how to balance tradition with innovation

Science Communication

- Data visualisation: Introduction to R (2 workshops)
 - Data visualisation: Introduction to Python
 - Challenges with social media as a science communication tool
 - Wine experiments and games for science and food festivals
-

Panel Debates | \$1,000 per Debate

Business

- Wine industry and the growth of many home grown industries (breweries, distilleries, and legalized cannabis)
- Cool climate wine industry's opportunities and challenges for small and medium sized wineries
- Is cool climate hot? Challenges, opportunities and route to market for cool climate wine regions and wineries in a competitive international marketplace

Science Communication

- Communicating science to grape growers and winemakers
- Media session: Communicating climate change and wine science

Master Classes | \$1,000 per Class

Viticulture

- Sustainable winegrowing programs
- Management of invasive pests
- Grapevine crown gall management
- New technologies for vineyard management
- Implementing a successful wine growers sustainability program

Oenology

- Rot management in the winery
- Strategies to mitigate protein haze in white wine
- Sustainable winery: How can a winery become carbon neutral?
- Developments in consumer wine sensory analysis

Science Communication

- Art of wine science
- How advisors and consultants can use modern tools and multimedia to rapidly influence grower decision making
- Integrating weather and climate science into viticulture and wine production investments
- Communicating wine additives, allergens and labelling

Business

- Building a successful beverage tourism destination
-

Friends of ICCWS | \$500

- Friends of ICCWS sponsors includes logo placement as outlined for all sponsors