

R I S E

CLIMATE & WINE SYMPOSIUM

REGENERATION. INNOVATION. SUSTAINABILITY. EMPOWERMENT

Presented by

NAPA GREEN

Charles Krug Winery
April 29-May 1 & May 6-8, 2025

R I S E

CLIMATE & WINE SYMPOSIUM

EVENT ORGANIZER

Napa Green

PLANNING COMMITTEE

Anna Brittain - Napa Green

Ben Mackie - Napa Green

Megan Scott - Napa Green

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Molly Sheppard - Spottswoode Estate

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COMMUNITY PARTNERS

Napa Valley Vintners

Napa County Resource Conservation
District

Napa Climate NOW!

North Coast Soil Hub

GET INVOLVED

Email Megan Scott:

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RISE

CLIMATE & WINE SYMPOSIUM

THE CONTEXT

The wine community is the canary in the coal mine for climate change. Fires, heat spikes, drought, atmospheric rivers are increasing in frequency & intensity. Coming together as climate action leaders is no longer optional, it is imperative.

We make one of the highest value agricultural crops. We have a powerful platform to galvanize change. We can build more resilient vineyards, businesses & communities, secure consumer loyalty, and set a leadership standard that drives global action and impact.

WHY RISE?

In Spring 2025 Napa Green will host the 3rd biennial RISE Symposium. In 2023, RISE brought together 70 speakers, 750 guests, and 40 sponsors. RISE has led to the formation of a Watershed Restoration Coalition, a Zero Waste Collective, vineyards going herbicide-free, wineries lightening glass weight and greening packaging. RISE is for anyone in the wine community committed to positive, near-term action.

Collectively, unified under a common goal, we can harness our opportunities and influence to serve as a force to transform the wine, agriculture and beverage sectors.

WILL YOU JOIN US?



THE CHANGEMAKING

This two-week series of six half-day events is designed to accelerate meaningful sustainability and climate action transformation across the entire community and culture of wine. The events are organized around the **Six Pillars of Sustainable Winegrowing Leadership**:

APRIL 29 - WATER EFFICIENCY & SAVINGS

APRIL 30 - ENERGY EFFICIENCY & SAVINGS

MAY 1 - PROACTIVE FARMING, SOIL HEALTH & BIODIVERSITY

MAY 6 - SOCIAL JUSTICE, DIVERSITY & INCLUSION

MAY 7 - SUPPLY CHAIN & WASTE PREVENTION

MAY 8 - CLIMATE ACTION & REGENERATIVE AGRICULTURE



R I S E

MISSION STATEMENT

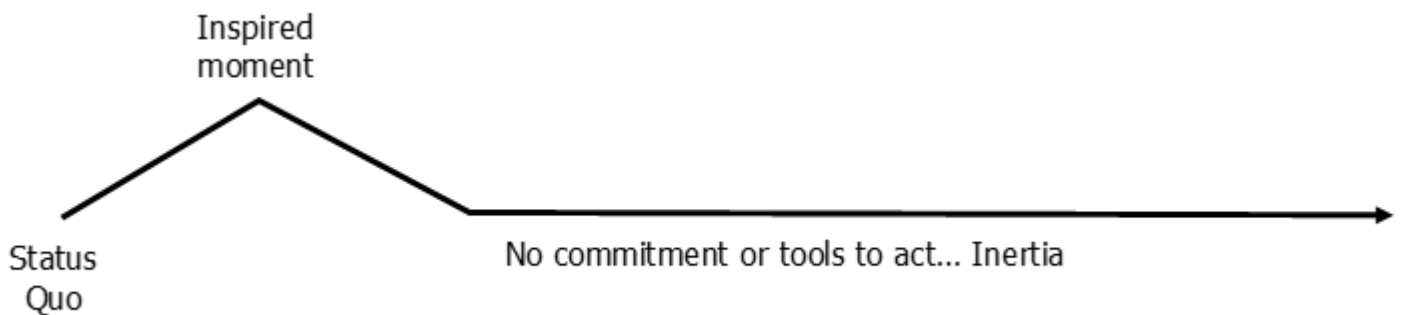
To establish the first whole systems series of events, paired with sustained support and mentorship, that will not only **inspire and educate, but facilitate and accelerate critical mass action.**

This is a changemaking convening to enable the wine community to leverage its powerful leadership platform and **set a standard for sustainability and climate action that galvanizes the global wine, agriculture & beverage sectors.**

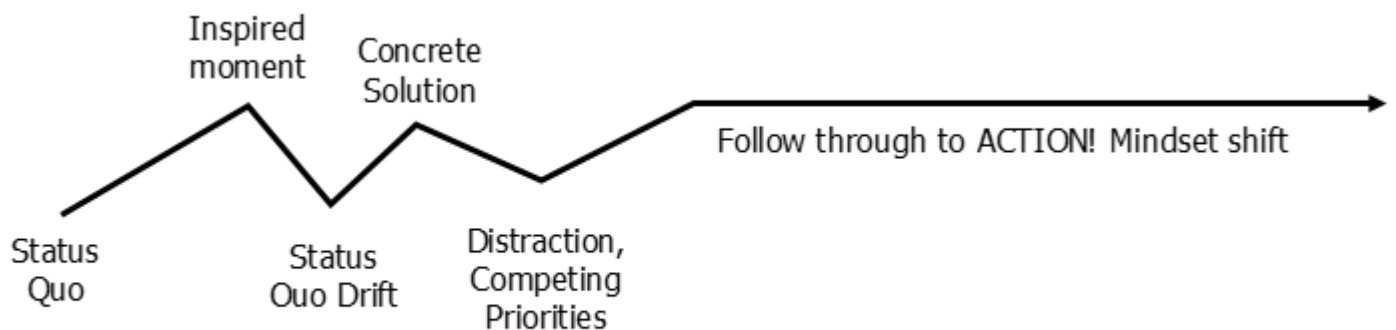
HOW IS THIS DIFFERENT?



Most initiatives or conferences:



We have to ACT. To change mindsets and make a substantive, persistent difference, we need something bolder...something that looks like this:



WHAT SETS US APART?



This is a different kind of convening. First, a series of six half-day, tightly focused events, each with:

- ✓ **RISE Results OR Hands-on Workshop**
- ✓ **Marquee Keynote Speaker**
- ✓ **"Asking the Critical Questions" Forum**

AND the events are just the beginning. Dedicated facilitators and mentors will follow-up with participants to provide direct support, tools and funding strategies to transition opportunities to reality.

Each week of these changemaking events there will be an **intimate and exclusive wine dinner. Speakers, event sponsors, and the Napa Green team will celebrate community climate action.**

THE CONVENING WILL BE ACTION-ORIENTED, COMPELLING, AND, MOST CRITICALLY, SUSTAINED.

WHERE THE MONEY MEETS THE SOIL



SPONSORSHIP OPPORTUNITIES FOR **RISE** CONVENING:

- **Exclusive Event Sponsor - \$15,000**
- **Community Sponsor - Minimum \$5,000**
- **Sustainable Services & Solutions Sponsor - \$2,000**
- **Beyond RISE - Napa Green Annual Stewardship & Regeneration sponsorships - \$5,000/\$10,000**

R I S E

EXCLUSIVE EVENT SPONSOR - \$15,000

- Co-developed 2-3 minute video spotlight on company sustainability commitment and impact, including customer testimonials. Shown on social media, website, and streamed during event (*\$5,000 value*).
- Entry table on ground floor of event. There will be a 30-min registration and 30-min breakfast break with coffee, treats, and "Bingo" competition to facilitate guest engagement.
- Co-presentation of RISE Leadership Award.
- Event sponsor recognition on all marketing and communications, including dedicated signage at entry and stage.
- Six tickets to the Symposium (*\$750 value*).
- Three tickets to exclusive & intimate wine dinner (*\$1,500 value*).

Number Remaining: Three of Six

COMMUNITY SPONSOR - Minimum \$5,000

- Community sponsorship is for businesses that want to support RISE at a meaningful level but may not have sustainable services to spotlight and/or may not want a table/booth
- Entry table/booth optional
- Event sponsor recognition on all marketing and communications, including dedicated signage at entry and stage.
- Four tickets to the Symposium (*\$500 value*).
- One ticket to exclusive & intimate wine dinner (*\$500 value*).

SUSTAINABLE SERVICES & SOLUTIONS SPONSOR - \$2,000

- Invite only for companies that provide services, solutions and tools that facilitate sustainability and climate action.
- Entry table/booth on ground floor of event. There will be a 30-min registration and 30-min breakfast break with coffee, treats, and "Bingo" competition to facilitate guest engagement. Max of 10 tables at each event, including Napa Green & Exclusive Sponsor.
- Sponsor recognition on all event-specific marketing and communications for the convening.
- Two tickets to the Symposium (*\$250 value*).

Number Available: Eight Per Day



NAPA GREEN ANNUAL SPONSORSHIP

In addition to RISE event sponsorship, Napa Green partners with a limited number of annual sponsors. Annual sponsorship is an opportunity to collaborate and share your commitment to sustainability year-round. Email megan@napagreen.org for details.

There are two annual sponsorship levels - Stewardship Sponsor (\$5,000) or Regeneration Sponsor (\$10,000).

ELEVATING SUSTAINABILITY LEADERSHIP

Leverage Our Team's Expertise: Every RISE and/or Napa Green sponsor of \$25,000 or more will receive 10 hours of team consulting (\$2,000 value).

Across our core five-person team we have more than 100 years of combined experience in resource efficiency, energy and water engineering, regenerative farming, and communication

We will work with you to identify opportunities to engage your team, improve efficiency, achieve ROI, and ultimately, exceed your sponsorship investment.

R I S E

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IF NOT HERE, WHERE?

IF NOT NOW, WHEN?

The wine community must be a global leader in sustainability and climate action, and leverage its powerful platform to galvanize broader leadership.

Alone, our capacity to influence global change is relatively limited. **Collectively, unified under a common goal, we can harness our opportunities and influence to serve as a transformational force.**

IT IS NOT ONLY THE RIGHT THING TO DO,

IT'S ESSENTIAL

JOIN US IN LEADING REGIONAL CHANGE FOR GLOBAL IMPACT

Don't miss this opportunity to RISE

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