WEBINARS

FUNDMATCH CALIFORNIA WINE INSTITUTE WEBINAR

Thursday, Feb 15, 2024 | 10:00 AM
Registration: Friday, Jan 12 - Thursday, Feb 15, 2024
Teams | United States of America

https://www.wusata.org/e/CBTTGVC

EVENT DETAILS

Are you a California Wine Institute Company? If so, WUSATA offers an excellent funding opportunity with the FundMatch Program.

FundMatch helps eligible western U.S. food and agricultural suppliers remain competitive internationally by providing 50% cost reimbursement for eligible marketing activities. The program gives companies the ability to break into new markets, expand their existing shares, and maximize their marketing budgets to make their efforts go further.

The Funding includes reimbursement for International Travel, Booth Expense, Shipping to and from the Show and much more.

The webinar will include an overview of the FundMatch program including company eligibility, application process, and more! All targeted towards companies like you!

If you are preparing for 2024 Marketing Events as listed below. the FundMatch Program may be able to assist you with funding for these activities. We will discuss these opportunities at Webinar.

1. Vinexpo Paris – Feb 12-14, 2024, FundMatch eligible Trade Show – USA Pavilion required.
2. Alive Tastings Japan & South Korea – Feb 20-26, 2024
   https://www.calwinexport.com/member_resource/california-wines-alive-tastings-japan-south-korea-february-28-march-2-6/ FundMatch Eligible
3. Vancouver International Wine Festival – Feb 24-Mar 3, 2024
   https://www.calwinexport.com/events/vancouver-international-wine-festival-2024/ FundMatch eligible.
4. ProWein – Mar 10-12, 2024, FundMatch eligible Trade Show USA Pavilion required, FundMatch eligible5.
5. Eureka! Canada – Apr 9, 22, & 24, 2024 https://www.calwinexport.com/events/eureka-canada-2024/
6. Vinexpo Asia – May 28-30, 2024, FundMatch Eligible Trade Show USA Pavilion required.
7. Dublin, Ireland Summer Party – June 11, 2024
   https://www.calwinexport.com/member_resource/the-california-summer-party-dublin-june-8-2023/ FundMatch eligible
8. London, UK Summer Party – June 13, 2024
   https://www.calwinexport.com/member_resource/the-california-summer-party-london-june-7-2023/ Fundmatch eligible

Please contact our office if you have questions.