

This is Bigger Than October

Wineries across the country are already gathering. Come Over October is how we all come together.

Come Over October (COO) is a national call to gather, share a bottle, and come together over wine every October (and beyond). It's a rising tide that lifts every winery that joins it, driving press, social reach and foot traffic back to tasting rooms across the country. Participating is easy, low-lift, and free. Because COO runs on the backing of the trade, your support, in any amount, helps fund the work that makes this movement possible for everyone.

3.6B PRESS UVMS	5.7M SOCIAL IMPRESSIONS	1,400+ RETAIL ACTIVATIONS	7M+ CONSUMERS REACHED
---------------------------	-----------------------------------	-------------------------------------	---------------------------------

Campaign impact, July 2024 – June 2026 · Coverage from MarketWatch, NPR, Forbes, Washington Post, Yahoo News, AP & More

WAYS TO PARTICIPATE

1. Host a Themed Tasting A harvest dinner, library weekend, crafting experience, or a wine & comedy event tied to COO.	2. Launch a Limited Time Offer Exclusive discounts, bundles, or 2-for-1 tastings in October. Encourage members to bring friends!	3. Post a COO Event on Local Wine Events List your COO event free at localwineevents.com to reach wine lovers looking for something to do.
4. Add COO to Club Shipments Include campaign collateral, pairing ideas, or reorder options in fall club boxes.	5. Tie Into a Local Celebration Align COO with a cultural or community festival to widen your reach and your welcome.	6. Post COO Content Share reels, photos, or stories that inspire connection this fall. Be sure to tag @comeoveroctober.

WHAT WE PROVIDE

- Print-ready signage & social assets
- Press & media amplification for our sponsors
- Staff talking points & messaging
- Inclusion of creative ideas in national roundups

GET INVOLVED

- Pick an idea and plan it for October
- Tell us what you have planned
- Tag @comeoveroctober for amplification
- Reach out about becoming a sponsor

EVERY DONATION GROWS THE MOVEMENT

Come Over October runs on support from the trade, wineries, tasting rooms, and partners at every level. Sponsorship funds the press, creative, and media that reach millions of consumers. No amount is too small, and every contribution extends our reach.

Give Any Amount Help fund press, creative & national outreach	Give In-Kind Product, venue space, or staff time
---	--