



January 16, 2019

Good morning, Advisers!

We have formed an exciting partnership with Succession Vineyard and Winery to create the attached Real World Branding state-only competitive event. Students are being asked to create a label for the Spring 2020 release of Succession's red-blend wine series, Bridge Builder. The winning student's design will be used on the bottles of this wine series offered for sale to the public. Please share the [guidelines](#) and [rating sheet](#) with interested students. It's an amazing opportunity for members to create a design that could be used in the real world and to present their design to an actual business!

Students interested in participating in this real world branding event have the opportunity to meet with Succession through a video Q&A on **Wednesday, February 20, 2019, at 5:30 p.m.** To join this conversation via computer visit this link, <https://redbooth.com/vc/36d4d07f3aa04d24>, or to join by phone dial 415-762-9988 and use the meeting ID of 950-461-145; no participant ID is required. Succession will answer students' questions about this event, so it would be beneficial for competitors to attend.