WILLAMETTE VALLEY WINERIES ASSOCIATION

INDUSTRY PARTNER BENEFITS & DUES

Industry Partners are those who supply goods and services to our winery and vineyard members and thereby benefit from the overall growth and success of the Willamette Valley wine industry.

INDUSTRY PARTNER BENEFITS

- Directory of contact information for WVWA winery members with key contact name and email
- Listing in the online Industry Partner Directory, featured each month at the top of the newsletter
- Invitation to attend and have a table display at the Annual Membership Meeting
- Opportunity to send business updates to the industry via the monthly marketplace newsletter
- Individual mention in the newsletter in the first month of membership
- Subscription to industry newsletter
- Opportunity to provide your product or service for WVWA activities
- Contribution to the success of the Willamette Valley wine industry by supporting the following activities of the WVWA:

WILLAMETTE VALLEY BRANDING & MARKETING

Advertising

- Print and digital advertising promoting events and tourism in regional and national markets

Public Relations

- Ongoing media relations, pitching, event promotion and story coordination by EKP Media

Pinot Campaign

- Branding and events campaign launching in 2015 to promote Willamette Valley Pinot Noir to a new national audience for luxury craft goods
- Goal to raise the profile and sales of Willamette Valley wines on a national scale

50th Anniversary Campaign

- Celebrating 50 years of Pinot Noir winegrowing in the Willamette Valley
- National public relations campaign with special events and social media activity

Printed Resources

- *Guide to Willamette Valley Wineries* brochure
- Willamette Valley fact card
- Willamette Valley Wineries branded wine bags

Online Presence

- willamettewines.com website with 18,000 monthly users
- Social media accounts with 10,000+ followers

Events

- Pinot in the City national trade and consumer events in two markets each year
- Wine Country Thanksgiving and Memorial Weekend in the Wine Country

WILLAMETTE VALLEY ADVOCACY & EDUCATION

- Advocacy Committee dedicated to monitoring important issues, informing members, facilitating discussion and acting as a liaison on behalf of the wine industry
- Monthly email newsletter with resources, opportunities and industry announcements

INDUSTRY PARTNER DUES

$500 dues are assessed annually each January. *Click here to join*.