



## WILLAMETTE VALLEY WINERIES ASSOCIATION

# HOSPITALITY PARTNER BENEFITS & DUES

Hospitality Partners are restaurants, lodging partners, specialty retailers and other wine tourism businesses that benefit from the overall growth and success of the Willamette Valley wine industry.

### HOSPITALITY PARTNER BENEFITS

- Listing in the printed *Guide to Willamette Valley Wineries*
- Online listing in *Plan Your Visit* tourism section of website including copy, contact details and link
- Color-coded pin on interactive regional web map linking to partner website
- Bulletin Board Email subscription for industry news
- 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 Bulletin Board Email with resources, opportunities and industry announcements

### HOSPITALITY PARTNER DUES

\$650 dues are assessed annually in January.