



WILLAMETTE VALLEY WINERIES ASSOCIATION

WINERY MEMBER BENEFITS & DUES

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

Willamette Pinot Noir Barrel Auction

- Opportunity to participate in the annual trade-only auction launching in 2016
- Goal to raise the profile and esteem of Willamette Valley wines

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 20,000 monthly users
- Social media accounts with 11,000+ 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
- Lunabeen Media Online for Wineries

WINERY MEMBER BENEFITS

- Listing in printed *Guide to Willamette Valley Wineries* with a dot on the touring map
- Website profile with copy, images, varieties, features, events and map
- Inclusion on interactive regional web map linking to winery profiles
- Event calendar listings
- Event participation opportunities including the auction, holiday weekends and Pinot in the City
- Access to Lunabeen Media Online for Wineries training tools and webinars
- Invitation to the annual membership meeting each spring
- Bulletin Board Email subscription for industry news
- Opportunity to vote for directors, run for the Board and participate on committees

WINERY MEMBER DUES

\$700 base dues plus \$.05 per case bottled in the previous year. Dues are assessed annually and are payable in two installments, March and September.