



# WILLAMETTE VALLEY WINE

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## HOSPITALITY MEMBERSHIP BENEFITS & DUES

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*Our mission is to promote, enhance and protect the prestige of Willamette Valley wines and to support our members and community.*

### **Willamette Valley Branding & Marketing**

#### Advertising

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

#### Public Relations

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

#### Willamette: The Pinot Noir Auction

- An annual trade-only auction in April
- Goal to raise the profile and esteem of Willamette Valley wines

#### Printed Resources

- *Guide to Willamette Valley Wineries* brochure (180,000 printed annually with robust distribution and fulfillment)
- Willamette Valley Wineries branded wine bags

#### Online Presence

- Profile on [willamettewines.com](http://willamettewines.com) website with 20,000 monthly visitors
- Social media accounts with 12,000+ followers

#### Events & Seasonal Promotions

- Pinot in the City national trade and consumer events in two markets each year
- Wine Country Thanksgiving and Memorial Weekend in the Wine Country
- Seasonal marketing campaigns including Harvest and Cellar Season (winter)



## WILLAMETTE VALLEY WINE

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### ***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 Benefits***

- Listing in printed *Guide to Willamette Valley Wineries* (180,000 copies printed)
- 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 marketing activities of the WVWA
- Consideration for PR initiatives and media familiarization trips

### ***Hospitality Member Dues***

\$650 dues are assessed annually in January. Tour Companies pay \$350 in annual 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.*