



# WILLAMETTE VALLEY WINE

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## INDUSTRY PARTNER BENEFITS & DUES 2018

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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

### ***Industry Partner Benefits***

- Directory of contact information for WVWA winery members with key contact name and email
- Listing in the online Industry Partner Directory at [willamettewines.com](http://willamettewines.com)
- Invitation to attend and have a table display at the Annual Membership Meeting (extra fee)
- 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 marketing activities of the WVWA

### ***Industry Partner Dues***

\$500 dues are assessed annually in January

*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.*