



WILLAMETTE VALLEY WINE

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WINERY MEMBERSHIP BENEFITS & DUES 2019

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.
- Monthly PR Lunch & Learn meetings for winery members.

Willamette: The Pinot Noir Auction

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

Printed Resources

- *Guide to Willamette Valley Wine Country* brochure (180,000 printed with robust distribution)
- Willamette Valley Wineries branded wine bags
- Willamette Valley Fact Cards

Online Presence

- Profile on 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)
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WILLAMETTE VALLEY WINE

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

Winery Member Benefits

- Listing in printed *Guide to Willamette Valley Wine Country* 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
- Cooperative event opportunities (trade and consumer-oriented)
- Invitation to the annual membership meeting each spring
- Bulletin Board Email subscription for industry news
- Media Update Email subscription for press opportunities
- Opportunity to vote for directors, run for the Board and participate on committees

Winery Member Dues

\$700 base dues plus \$.06 per case bottled in the previous year. Dues are assessed annually and are payable in two installments.