



WILLAMETTE VALLEY WINE

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HOSPITALITY MEMBERSHIP BENEFITS & DUES 2020

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

Online Presence

- Profile on willamettewines.com website with 20,000 monthly visitors
- Social media accounts with 15,000+ 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

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 Wine Country* (180,000 copies printed)
New this year: Touring companies will be included in the printed guide
- 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.

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