



WILLAMETTE VALLEY WINE

CONTACT | Rick Warren

EMAIL | rick@willamettewines.com

PHONE | 503.297.2962

INDUSTRY PARTNER 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

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
- 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

\$525 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.