



WILLAMETTE VALLEY WINE

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VINEYARD 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 Wineries* 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

Vineyard Member Benefits

- Website profile with copy, images, varieties, winery clients and map
- Invitation to the annual membership meeting each spring
- 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

Vineyard Member Dues

\$525 dues are assessed annually in January.