Alexander Valley Winegrowers

Partnership Opportunities

Partnering with the Alexander Valley Winegrowers supports our wine education programs and marketing initiatives, provides multiple levels of exposure for your brand, and helps to foster lasting relationships with our members.

Our Corporate Partnership Program offers 5 Levels of Investment Opportunity

Gold Level – Exclusive Grand Sponsorship of AVW's Overarching Mission to Promote & Preserve Grape Growing and Winemaking for Future Generations.
*$20k Annual contribution for 3 consecutive years.
(Only 1 spot available)

Silver Level – Supports AVW's Wine Education Programs on National, Regional & Local Levels.
*$10k Annual contribution for 3 consecutive years.
(Two spots available)

Bronze Level – Supports AVW '*On the Road*' Marketing Efforts.
*$5k Annual Contribution for 3 years.
(Four spots available)

Copper Level – General Sponsor.
$2500k Annual Contribution for 3 years.
(Eight spots available)

Community Partner – Small Business Partnership.
$500 Annually
(Unlimited)

Gold Level

$20K commitment annually; requesting a 3-year commitment

Exclusive Grand Sponsor of the Alexander Valley Winegrowers overall mission to promote & preserve grape growing and winemaking in the Alexander Valley for generations to come.

This membership is designed for a corporate entity who has great interest in helping to sustain the health and vibrancy of the Alexander Valley AVA. Perhaps this partner has a business interest, a personal interest, or both.

Benefits:

- Corporate banner and listing on our 'Partnership Page' of our website in both the English & Spanish versions via a logo & contact info, mentions on all AVW collateral including event signage, social media, member events, wine education programs, newsletters, marketing, advertising, and special projects.
- Thank you mention in our company email signatures to promote your business.
- Four dedicated social media posts per month to promote your business on our pages and a dedicated Instagram highlight.
- Four posts and or offers per month on our Google Business page to promote your brand or business and reach a broader audience.
- Option to write a dedicated email to our membership which will be sent via our newsletter, three times per year.
- Awarded the main sponsorship position for our prestigious *Cabernet Academy* program that brings national exposure to our brand and good local press. This is strictly an industry event that invites buyers from around the country to a 3-day immersion on AV Cabernets.
- Invitations for up to 6 people to attend our annual Summer BBQ & Harvest Review, both member events offering the opportunity to connect directly with our membership.
- Invitation to give a 10-min presentation at either Cabernet Academy or our annual Harvest Review with an audience of approx. 80-100 members.
- Ten tickets to our annual *Access Alexander Valley* event. VIP parking and early entrance into the Grand Tasting event.
- A wine discount card that offers up to 30% discount on purchases at many of our member wineries.

Silver Level

$10K commitment annually; requesting a 3-year commitment

The *Silver* partnership level will support our *Wine Education Programs* including our Cabernet Academy that attracts national buyers, our annual *Roots to Glass* one-day seminar for Bay Area & local buyers, our *AV Wine Ambassador Program* for local industry folks and our special Rare & Reserve wine seminar associated with our DTC event, Access Alexander Valley.

Benefits:

- Corporate presence via a logo & contact info on the 'Partnership Page' of our website in both the English & Spanish versions, mentions on all AVW collateral having to do with our wine education programs including marketing to the public, the industry, and our membership via social media or newsletters. Plus, sponsorship signage at these events. Plus, special mentions at our annual member events including Summer BBQ & Harvest Review.
- Two dedicated social media posts per month to promote your business on our pages and a dedicated Instagram highlight.
- Two posts and or offers per month on our Google Business page to promote your brand or business and reach a broader audience.
- Option to write a dedicated email to our membership which will be sent via our newsletter, two times per year.
- Invitations for up to four people to attend our annual Summer BBQ & Harvest Review, both member events offering the opportunity to connect directly with our membership.
- Invitation to give a 5-min presentation at our annual Summer BBQ with an audience of approx. 80 members.
- Six tickets to our annual *Access Alexander Valley* event. VIP parking and early entrance into the Grand Tasting event.
- A wine discount card that offers up to 30% discount on purchases at many of our member wineries.
- ***Two spots available.***

Bronze Level

$5K commitment annually; requesting a 3-year commitment

The *Bronze* partnership level will support our *Alexander Valley on the Road Marketing Initiatives* throughout the year allowing us to expand our reach, grow our brand through tasting events outside of our region, and solidify our standing as a world-class wine producing region.

Benefits:

- Corporate presence via a logo & contact info on the 'Partnership Page' of our website in both the English & Spanish versions, mentions on all AVW collateral and marketing via social media, advertising, email campaigns, and newsletters having to do with new programs and branding initiatives that take place in our region and beyond, such as representation of our wines at prestigious tasting events in other areas of the country. Plus, sponsorship signage at these events. Plus, special mentions at our annual member events including Summer BBQ & Harvest Review.
- One dedicated social media posts per month to promote your business on our pages and a dedicated Instagram highlight.
- One posts and or offers per month on our Google Business page to promote your brand or business and reach a broader audience.
- Option to write a dedicated email to our membership which will be sent via our newsletter, once per year.
- Invitations for up to four people to attend our annual Summer BBQ & Harvest Review, both member events offering the opportunity to connect directly with our membership.
- Four tickets to our annual *Access Alexander Valley* event. VIP parking and early entrance into the Grand Tasting event.
- A wine discount card that offers up to 30% discount on purchases at many of our member wineries.
- ***Four spots available.***

Copper Level

$2500 commitment annually; requesting a 3-year commitment

The *Copper* partnership level is for industry leaders who support the *Wine Industry* at large and want greater exposure for their brand.

Benefits:

- Corporate presence via a logo & contact info on the 'Partnership Page' of our website in both the English & Spanish versions, mentions on all AVW collateral having to do with our wine education programs including marketing to the public, the industry, and our membership via social media or newsletters. Plus, sponsorship signage at these events. Plus, special mentions at our annual member events including Summer BBQ & Harvest Review.
- Invitations for up to four people to attend our annual Summer BBQ & Harvest Review, both member events offering the opportunity to connect directly with our membership.
- Invitation to give a 5-min presentation at our annual Summer BBQ with an audience of approx. 80 members.
- Two tickets to our annual *Access Alexander Valley* event. VIP parking and early entrance into the Grand Tasting event.
- A wine discount card that offers up to 30% discount on purchases at many of our member wineries.
- ***Four spots available.***

Community Partner

$500 commitment annually

The *Community Partner* level is for small businesses who have interest in our members needs and want exposure via our website and newsletter spotlights with the ability to supply articles, offer webinars on topics of interest to our membership, and interact with our membership in person at our member events.

Benefits:

- Presence via a logo & contact info on the 'Partnership Page' of our website in both the English & Spanish versions.
- Newsletter spotlight business feature once per year.
- Invitation to write articles of interest to our members to be included in our monthly newsletters.
- Opportunity to develop seminars or webinars geared toward our membership.
- Invitations for two to our annual Summer BBQ and Harvest Review to connect with our members.
- The opportunity to become an individual sponsor for catering, décor, or music of our member events at an additional cost and receive mentions in our event webpages, email marketing, event signage, and special mentions.
- A wine discount card that offers up to 30% discount on purchases at many of our member wineries.
- ***Unlimited spots available.***

AVW PARTNERSHIP OPPORTUNITIES FOR 2024 & BEYOND –Part -1

	GOLD PARTNERSHIP	SILVER PARTNERSHIP	BRONZE PARTNERSHIP	COPPER PARTNERSHIP	COMMUNITY PARTNER
Level	**Grand AVA Partner**	**Wine Education Partner**	**Market Expansioin Partner**	**General Partner**	Small Business Partnership
Availability	1	2	4	8	Unlimited
Duration	3 Years (suggested)	3 Years (suggested)	3 Years (suggested)	3 Years (suggested)	Annual
Category Exclusive	Yes	Yes	Yes	No	No
All Events/Programs	Yes	No	No	No	No
Cost	$20,000 annually	$10,000 annually	$5000 annually	$2,500	$500
Logo Placement					
Website Banner	Yes	No	No	No	No
Website Listing with Logo	Yes	Yes	Yes	Yes	Yes
Website Listing w/no logo	NA	NA	NA	NA	NA
Program Collateral	Yes	Yes	Yes	Yes	No
Event Collateral	Yes	Yes	Yes	Yes	With additional sponsorship of catering, décor or music
On Site					
Exclusive Signage	Yes	Yes	No	No	No
Partner Thank You Signage	Yes	Yes	Yes	Yes	Yes
Speaking Availability	Yes. 10 min. Presentation at Cabernet Academy or Harvest Review/Holiday Party	Yes. 5 min. Presentation at Annual Member BBQ	No	No	No
Logoed Govino's for Access AV DTC Event	Yes	No	No	No	No
Participant Takeaway/Giveaway?	Yes	Yes	Yes	Yes	No

Cont…

AVW PARTNERSHIP OPPORTUNITIES FOR 2024 & BEYOND – Part 2

	GOLD PARTNERSHIP	SILVER PARTNERSHIP	BRONZE PARTNERSHIP	COPPER PARTNERSHIP	COMMUNITY PARTNER
Level	**Grand AVA Partner**	**Wine Education Partner**	**Market Expansion Partner**	**General Partner**	Small Business Partnership
Digital					
Social Media Mentions	Yes (multiple)	Yes (multiple)	Yes (multiple)	Yes (multiple)	No
Email Banner Inclusion	Yes	Yes	No	No	No
Email Logo Inclusion	Yes	Yes	Yes	Yes	With additional sponsorship of catering, décor or music
Dedicated Email Promo	Yes	Yes	Yes	No	No
Newsletter Mentions	Yes	Yes	Yes	No	No
Attendance					
Cabernet Academy	0	0	0	0	0
Roots to Glass Seminar at Access AV with Rare & Reserve Wines	10	4	4	0	0
ACCESS AV Grand Tasting Event	10	6	4	2	0
AV Wine Ambassador Seminar	0	0	0	0	0
Annual Member BBQ	6	4	4	2	2
Annual Harvest Review	6	4	4	2	2
Wine Discount Card					
Up to 30% Discount at participating wineries	Yes	Yes	Yes	Yes	Yes

ALEXANDER VALLEY
WINEGROWERS
SONOMA COUNTY