

# BECOME A PARTNER BY SPONSORING

We believe in community and partnerships. It's part of our foundation.

A coastally influenced valley, known for producing world-class cool climate wines and offering visitors an intimate and unique experience away from the usual.

With events and promotional opportunities occurring throughout the year, we offer sponsors a chance to develop relationships and promote offerings to our member and consumer community.

Because together we are better.

	BRONZE <i>1 event only</i>	SILVER <i>1 event only</i>	BRONZE	SILVER	GOLD	DOUBLE GOLD	PLATINUM Partner
<b>Year-Round Benefits:</b>	<b>\$500</b>	<b>\$1,000</b>	<b>\$500</b>	<b>\$1,000</b>	<b>\$2,500</b>	<b>\$5,000</b>	<b>\$10,000</b>
Logo featured on sponsoring festival banners, festival emails, festival programs and other festival collateral <i>**note - one festival to be specified by sponsor</i>	X	X					
Logo & description on AVWINES.com website Sponsor page(s)			X	X	X	X	X
Logo & targeted message included on one member newsletter w/call to action			X	X	X	X	X
Logo on sponsor block in consumer newsletters				X	X	X	X
Logo on sponsor block in monthly membership newsletters				X	X	X	X
Logo on AVWA Map - the Anderson Valley "Mendocino's Wine Road to the Coast" Map/Events & Membership Listing (a full color, 12x18", double-sided, 6-fold guide with 15K copy distribution)					X	X	X
Logo featured on festival: banners, emails, programs and other festival collateral					X	X	X
Invitation to join monthly member socials for meet and greet opportunities					X	X	X
Logo & targeted message included on a minimum of three member newsletters/year w/call to action					X	X	X
PDF of AVWA members with names, addresses and email addresses upon request						X	X
Opportunity to host member workshop or mixer						X	X
Logo placement prominently placed within Sponsor Block and on all digital marketing emails and event collateral						X	X
Other targeted marketing opportunities, as relevant to each sponsor <i>*creative collaboration welcomed</i>						X	X
Sole Industry Sponsoring Partner - we will commit to a relationship exclusively with you and deny sponsorship opportunities with any other sponsors who you directly compete with.							X
One dedicated member email (email content to be provided by sponsor)							X
FEATURED "Festival Sponsor"! Debuted on festival page, newsletters as relates to festival, posters for day of festival, marketing print assets for festival							X
FEATURED Dedicated "Festival Sponsor" standing banner sign (or table linen or other provided by sponsor) to be placed at the entrance of festival and mentioned throughout event							X
FEATURED "Festival Sponsor" to be announced in all festival press releases							X
Sponsor to be advertised on social media as FEATURED "Festival Sponsor"							X

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<b>Festival &amp; Event Hospitality</b> Plan to join us or gift tickets to your community!	BRONZE <i>1 event only</i>	SILVER <i>1 event only</i>	BRONZE	SILVER	GOLD	DOUBLE GOLD	PLATINUM
<b>Comped Ticket(s) to Pinot Noir Festival (MAY) - # of tickets listed</b>	<i>Ticket #: event sponsoring</i>	<i>Ticket #: event sponsoring</i>		<i>2 tix - can swap for Tech</i>			
Pinot Noir Festival Grand Tasting	2	4		2	2	4	8
Pinot Noir Festival Technical Conference - <i>limited capacity</i>					2	2	4
Pinot Noir Festival Casual BBQ - <i>limited capacity</i>					2	2	4
VIP Bubble Lounge - Sat 10AM-1PM - <i>limited capacity</i>						2	4
Banner stand may be displayed at Pinot Festival					X	X	X
Logo featured on event banner, event program and other collateral	X	X			X	X	X
<b>Comped Ticket(s) to White Wine Weekend (FEB) - # of tickets listed</b>	<i>Ticket #: event sponsoring</i>	<i>Ticket #: event sponsoring</i>					
White Wine Weekend Passport Tickets	2	4		2	2	4	8
Logo featured on all event collateral	X	X			X	X	X
<b>Comped Ticket(s) to Harvest Tidrick Boucherie (Oct) - # of tickets listed</b>	<i>Ticket #: event sponsoring</i>						
Friday Evening Boucherie	2	2			2	4	8
Harvest Tidrick Weekend Passport Tickets		2		2	2	4	8
Logo featured on all event collateral	X	X			X	X	X
<b>Comped Tickets to Coast Trade Event (APR) - # of tickets listed</b>							
Coast Trade AV Producer Event - <i>limited capacity</i>				2	2	3	4

## REACH US

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ONLY INTERESTED IN AN EVENT SPONSORSHIP? LET'S DISCUSS!