

ANDERSON VALLEY

WINE ROAD TO THE COAST

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

REACH US

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*Anderson
Valley*
WINEGROWERS

BECOME A PARTNER BY SPONSORING

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

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.

AVWA Full-Year Sponsorship Level:		BRONZE <small>1 event only</small>	SILVER <small>1 event only</small>	BRONZE	SILVER	GOLD	DOUBLE GOLD	PLATINUM Partner
Year-Round Benefits:		\$500	\$1,000	\$500	\$1,000	\$2,500	\$5,000	\$10,000
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, website 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
Festival & Event Hospitality				BRONZE	SILVER	GOLD	DOUBLE GOLD	PLATINUM
Plan to join us or gift tickets to your community!								
Comped Ticket(s) to Pinot Noir Festival (MAY) - # of tickets listed		<small>Ticket #: event sponsoring</small>	<small>Ticket #: event sponsoring</small>	<small>2 tix - can swap for Tech</small>				
Pinot Noir Festival Grand Tasting		2	4		2	2	4	8
Pinot Noir Festival Technical Conference - limited capacity						2	2	4
Pinot Noir Festival Casual BBQ - limited capacity						2	2	4
VIP Bubble Lounge - Sat 10AM-1PM - limited capacity							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
Comped Ticket(s) to White Wine Weekend (FEB) - # of tickets listed		<small>Ticket #: event sponsoring</small>	<small>Ticket #: event sponsoring</small>					
White Wine Weekend Passport Tickets		2	4		2	2	4	8
Logo featured on event program and other collateral						X	X	X
Comped Tickets to Coast Trade Event (APR) - # of tickets listed								
Coast Trade AV Producer Event - limited capacity						2	3	4

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