



**2022  
MEMBERSHIP  
ANNUAL DUES**  
(COLA APPLIED ANNUALLY)

**DUE BY**  
**November 30, 2021**

\$100 late fee applied thereafter with risk to not be included on the next map printing & web

DUES CHECKS may be mailed to:

AVWA  
P.O. Box 63  
Philo, CA 95466

WINES DUES may be shipped to or dropped at:

AVWA Dues 2022  
c/o Handley Cellars  
3151 CA-128  
Philo, CA 95466

PO Box 63 | Philo CA | 95466 |  
707-895-WINE (9463) |  
info@avwines.com | avwines.com

**Associate – Community**

We invite any local individuals or business professionals

Associate Member – Community \$250

**BENEFITS**

- Support our wine region sustainability
- Attend monthly member networking socials
- Opportunity to purchase sponsored ad content (AVWINES.com, emails, map, & social media)

**Associate – Tourism Relevant**

Non-AV Producers, Vineyard Management, Lodging, Dining, Hospitality, and other tourism supporters

Associate Member – Tourism Relevant \$250

**BENEFITS**

- Featured on the of Wine Road to the Coast tourist guide and map
- Invitations to pour at events, if space allows (Pinot Fest not included), for wineries w/out AV fruit"
- Limited voting privileges
- Included on "Plan Your Visit" section of AVWINES.com
- Opportunity to be featured in marketing/storytelling (social media, blog, emails, other)
- Opportunity to purchase sponsored ad content (AVWINES.com, emails, map, & social media)
- Attend monthly member networking socials, general meetings and seminars/ecotours

**WINERY + VINEYARD**

Wineries with vineyards pay Winery or Vineyard dues, whichever is higher, and receive Winery benefits.

**Vineyard**

We invite any vineyards in Anderson Valley

Less than 12 acres of grapes \$365     51-75 acres of grapes \$1245  
 13-25 acres of grapes \$575     76+ acres of grapes \$1225  
 26-50 acres of grapes \$780

**BENEFITS**

- Featured on the Wine Road to the Coast visitors guide and map
- One ticket to attend Pinot Festival Technical Conference in May
- All voting privileges
- Listed w/Vineyard details on AV Vineyard Map (new)
- Grape/equipment listings on AVWINES.com & emails
- Attend monthly member networking socials and general meetings
- Invited to ad hoc industry and agriculture related workshops, seminars, tailgates, and ecotours

**Winery**

We invite any wineries who produce Anderson Valley wines.

Winery dues additionally include six bottles of wine produced from Anderson Valley AVA grapes, with "Anderson Valley" on the label. These bottles will be used for events, tasting submissions, marketing efforts, photography, and for other association business. **To be invited to participate in the Anderson Valley Pinot Noir Festival in May, you must be a current WINERY MEMBER (including dues wines.)**

**ANNUAL DUES with TASTING ROOM IN ANDERSON VALLEY**

Less than 25k gallons (10.5k cases) \$780 + 6 bottles of AV wine  
 25k-75k gallons (10.5k-31.5k cases) \$1565 + 6 bottles of AV wine  
 More than 75k gallons (31.5+ cases) \$3655 + 6 bottles of AV wine

**ANNUAL DUES without TASTING ROOM IN ANDERSON VALLEY**

Less than 25k gallons (10.5k cases) \$575 + 6 bottles of AV wine  
 25k-75k gallons (10.5k-31.5k cases) \$1145 + 6 bottles of AV wine  
 More than 75k gallons (31.5+ cases) \$2295 + 6 bottles of AV wine

**BENEFITS**

- Featured on the front of Wine Road to the Coast guide and map
- Invitations to pour at all events, including Pinot Fest
- All voting privileges
- Featured in marketing/storytelling (social media, blog, emails, other)
- Opportunity to purchase sponsored ad content (AVWINES.com, emails, map, & social media)
- Bulk wine/equipment listings on AVWINES.com & emails
- Attend monthly member networking socials, general meetings and seminars/ecotours/tailgates



## **Additional Membership Benefits**

Reasons to be a part of our active trade organization

### **MISSION**

The Anderson Valley Winegrowers Association helps nurture, advocate for and safeguard the Anderson Valley appellation. Through promotion, the AVWA seeks to establish Anderson Valley as a world class wine region while also creating a protected environment for future generations.

### **COMMUNITY AND ENGAGEMENT**

- Be an integral part of the Anderson Valley, Mendocino Coast and Ukiah/Hopland business network
- Stay up to date with local, member, and community happenings and industry trends with membership newsletters
- Opportunity to meet industry professionals at socials and events and expand relationships within the wine industry, hospitality community and county
- Invitations to educational seminars
- Association to provide central communication regarding Valley inquiries
- Member Socials (and other events) to network, share your story and services and build relationships

### **SUPPORT ANDERSON VALLEY**

- Provide funds for marketing and PR to advance awareness of Anderson Valley and Mendocino County

### **BE FEATURED**

- Be featured in the Wine Road to the Coast Map (30K printed + 80K printed in Mendocino Coast Visitors Guide)
- Business listing and link on AVWINES.com
- Opportunity to be featured in dedicated PR & marketing outreach
- Post business classifieds on AVWINES.com and linked in membership newsletter (Grapes, Bulk Wine & Equipment)
- Press outreach opportunities; and online searchable press archives

### **YOUR INVOLVEMENT**

- Opportunities to participate in events –including the planning, facilitation, and execution
- Opportunity to vote in elections – including, Board of Director & general meetings
- Representation for community, industry and county issues and concerns
- Opportunity to participate in member meetings, festivals, and other events throughout the year