



**2024
MEMBERSHIP
ANNUAL DUES**
(COLA APPLIED ANNUALLY)

DUE BY
November 30, 2023

\$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 2023
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 \$275

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

Vineyard Management, Lodging, Dining, Hospitality, and other tourism supporters

Associate Member – Tourism Relevant \$275

BENEFITS

- Featured on the of Wine Road to the Coast tourist guide and map, and AVWINES.com
- 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 media/marketing/storytelling (press pitches, 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

Vineyard

We invite any vineyards in Anderson Valley

Less than 12 acres of grapes \$395 51-75 acres of grapes \$1350
 13-25 acres of grapes \$610 76+ acres of grapes \$1900
 26-50 acres of grapes \$795

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 + surrounding area wineries.

Winery dues additionally include six bottles of wine produced from Anderson Valley AVA grapes, with “Anderson Valley” on the label. Non-appellation wineries to provide 6 bottles of non-appellation wine. 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 WINERY DUES

Tiers	Total cases	Base fee	AV cases only	AV Based Tasting Room fee	Dues Wine
Non-Appellation	n/a	\$300	n/a - membership upgrades w/AV	add \$250	6 bottles- any
Standard/750mL	0-5000	\$600	add 15 cents/case	add \$250	6 Bottles- AV
Magnum/1.5L	5000-15000	\$800	add 15 cents/case	add \$250	6 Bottles- AV
Jeroboam/3.0L	10000+	\$1,200	add 15 cents/case; max \$3,270	add \$250	6 Bottles- AV
Leadership Tier	N/A	\$20K	n/a	n/a	6 bottles-AV

**customizable membership. Contact info@avwines.com re: leadership tier and new programming this membership will offer*

BENEFITS

- Featured on the Wine Road to the Coast guide and map, and AVWINES.com
- Invitations to participate in consumer/industry events (Pinot Fest requires Anderson Valley Pinot Noir)
- All voting privileges & Winery membership email communication
- Featured in press pitches/marketing/storytelling (media visits, 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 (15K 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

7501 Highway 128 | PO Box 63 |

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