



2026 MEMBERSHIP ANNUAL DUES (COLA APPLIED ANNUALLY)

DUE BY
November 30, 2025

A late fee may be applied and/or risk to not be included on the next map printing and website removal.

DUES CHECKS may be mailed to:
AVWA
P.O. Box 63
Philo, CA 95466

WINES DUES may be shipped to or dropped at:
AVWA PNF/Dues 2025
c/o Lula Cellars
2800 Guntly Rd
Philo, CA 95466

Associate – Community

We invite any local individuals or business professionals

☐ Associate Member – Community \$350

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 \$350

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	\$405	☐ 51-75 acres of grapes	\$1390
☐ 13-25 acres of grapes	\$630	☐ 76+ acres of grapes	\$1950
☐ 26-50 acres of grapes	\$820		

BENEFITS

- Listed on regional printed map
- One ticket to attend Pinot Festival Vineyard/Technical Conference in June
- All voting privileges
- Grape/equipment listings on AVWINES.com & in member emails; individual outreach to potential buyers
- Attend monthly member networking socials and general meetings
- Invited to ad hoc industry and agriculture related workshops, seminars, tailgates, and ecotours

Winery

We invite wineries who produce Anderson Valley wines + those within 20 miles of AVA.

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 June, you must be a current WINERY MEMBER (including dues wines.)**

ANNUAL WINERY DUES

Tiers	Total cases	Base fee	Anderson Valley cases only	AV TR fee	Dues Wine
Non-Appellation	n/a - no AV production	\$300	n/a - membership upgrades w/AV	add \$300	6 bottles- any
Standard/750mL	0-5000	\$600	add 16 cents/case	add \$300	6 Bottles- AV
Magnum/1.5L	5000-10000	\$800	add 16 cents/case	add \$300	6 Bottles- AV
Jeroboam/3.0L	10000+	\$1,200	add 16 cents/case; max \$3,800	add \$300	6 Bottles- AV
Leadership Tier*	N/A	\$10K-\$15,250	n/a	n/a	12+ Bottles- AV
*customizable membership. Contact info@avwines.com regarding new programming options					** more if opportunities arise

BENEFITS

- Featured on the regional printed 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 (non-appellation wineries are excluded)
- 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

PO Box 63 | Philo CA | 95466 |

707-895-WINE (9463) |

info@avwines.com | avwines.com



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 (10K printed)
- 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