

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. We encourage creative collaboration and invite requests and ideas for new ways to get in front of our community!

Because together we are better.

Anderson Valley Winegrowers Sponsorship Benefits

	BRONZE <small>1 event only</small>	SILVER <small>1 event only</small>	BRONZE	SILVER	GOLD	DOUBLE GOLD	PLATINUM Partner
Year-Round Benefits:	\$600	\$1,200	\$600	\$1,500	\$3,000	\$5,000	\$10,000
Logo featured on sponsoring festival banners, festival emails, festival programs and other festival collateral **note - one festival to be specified by sponsor	X	X					
Dedicated page with logo, contact & description on AVWINES.com website			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 at the bottom of AVWINES.com home page & event pages				X	X	X	X
Logo & targeted message featured prominently on member newsletters/year w/call to action (# of emails listed)				1	2	3	5
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
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
Ability to sponsor an industry social, consumer event or other high exposure opportunity						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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Festival & Event Hospitality Plan to join us or gift tickets to your community!	BRONZE	SILVER	BRONZE	SILVER	GOLD	DOUBLE GOLD	PLATINUM
	1 event only	1 event only					
Comped Ticket(s) to Pinot Noir Festival (MAY) - # of tickets listed	Ticket #: event sponsoring	Ticket #: event sponsoring		2 tic - can swap for Tech			
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
Pinot Noir Festival VIP Welcome Reception - 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	X	X
Comped Ticket(s) to White Wine Weekend (FEB) - # of tickets listed	Ticket #: event sponsoring	Ticket #: event sponsoring					
White Wine Weekend Passport Tickets	2	4		2	2	4	8
Logo featured on all event collateral	X	X			X	X	X
Comped Tickets to Coast Trade Event (APR) - # of tickets listed							
Coast Trade AV Producer Event - limited capacity				1	2	3	4

REACH US

707-895-9463 (WINE)

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