

# BECOME A PARTNER BY SPONSORING

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

YEAR-ROUND SPONSOR BENEFITS	BRONZE 1 event only	SILVER 1 event only	BRONZE	SILVER	GOLD	DOUBLE GOLD	PLATINUM Partner
	\$500	\$1,000	\$600	\$1,500	\$3,000	\$5,000	\$10,000
Logo featured on sponsoring festival banners, festival emails, festival programs and other festival collateral <b>**note - one festival to be specified by sponsor</b>	X	X					
Logo featured on festival: banners, emails, programs and other festival collateral					X	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 feature	2 features	3 features	5 features
Discounted sponsorship additions on branded festival items (e.g. glasses, wristbands, plates, napkins, lounges, etc.)				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
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
Festival table/booth						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, announced on social media, newsletters as relates to festival, posters for day of festival, marketing print assets for festival, and in press releases.							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
Selection of one branded event item for one festival. 50% off additional items.							X
<b>Festival &amp; Event Hospitality</b>							
Plan to join us or gift tickets to your community!	BRONZE 1 event only	SILVER 1 event only	BRONZE	SILVER	GOLD	DOUBLE GOLD	PLATINUM
Compmed Ticket(s) to Pinot Noir Festival (JUNE) - # of tickets listed	Ticket #: event sponsoring	Ticket #: event sponsoring	2 tix				
Pinot Noir Festival Grand Tasting	2	4		2	2	4	8
Pinot Noir Festival Friday 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
Compmed Ticket(s) to White Wine Festival (FEB) - # of tickets listed	Ticket #: event sponsoring	Ticket #: event sponsoring	2 tix				
White Wine Festival Grand Tastng Tickets	2	4		2	2	4	8
Logo featured on all event collateral	X	X			X	X	X
Compmed Tickets to Coast Trade Event (MAR) - # of tickets listed							
Coast Trade AV Producer Event - limited capacity				1	2	3	4

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Additionally, we have event-specific opportunities as follows. Annual partners receive discounted rates on any of these items Based upon availability at time of request.

<i>Event Only Sponsorships</i>	<i>Includes 2 tickets</i>		<i>Existing Annual Sponsors Pricing Add Ons</i>			
<b>Event Sponsorship Opportunities:</b>	June Pinot Fest Grand Tasting	Feb White Wine Fest Grand Tasting	*Platinum	Silver	Gold	Double Gold & Leader Members
<b>Branded Wristbands - all events</b>	\$4,000	\$2,500	<b>*Choice for one event: (a) wristbands, or (b) t-shirts, (c) plates (d) napkins (e) basic lounge</b>	10% Off	15% Off	30% Off
<b>Branded Event T-Shirts or Sweatshirts - logo on back</b>	\$3,000	\$2,000		10% Off	15% Off	30% Off
<b>Branded 7" Plates- Grand Tasting</b>	\$3,500	\$2,000		10% Off	15% Off	30% Off
<b>Branded Napkins- Grand Tasting</b>	\$3,000	\$2,000		10% Off	15% Off	30% Off
<b>Branded Seated Area- Dedicated signage</b>	\$2,000	\$1,500		10% Off	15% Off	30% Off
<b>Branded Glasses- Grand Tasting</b>	\$3,500	\$2,500		10% Off	15% Off	30% Off
<b>Branded Lounge- Curated space w/rentals &amp; more</b>	\$4,000	\$2,500		10% Off	15% Off	30% Off
<b>Branded Band- Announcements &amp; Signage</b>	\$1,000	\$750		10% Off	15% Off	30% Off
<b>Winemaker Dinner- Exclusive event sponsor</b>	\$3,500	\$2,500		10% Off	15% Off	30% Off
<b>Conference Demo/Speaker - customizable</b>	\$500-\$1K	n/a		10% Off	15% Off	30% Off
<b>*High School Scholarship Award - customizable</b>	\$1K-\$5K					
<i>Customizable sponsored ideas are encouraged!</i>			<b>*One option for one event is included in Platinum sponsorship level. Based upon availability during annual agreement.</b>			
<i>*Scholarship in your name, facilitated through our screening process. Monies can also be raised by you hosting a fundraiser.</i>						

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!

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

707-895-9463 (WINE)  
INFO@AVWINES.COM  
WWW.AVWINES.COM

PO BOX 63 / 7000 HWY 128  
PHILO CA 95466



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