



VINTNERS & GROWERS

Mission

The purpose of the Sonoma Valley Vintners & Growers Alliance is to promote Sonoma Valley wines, grapes and the Sonoma Valley appellation while fostering cooperation among Sonoma Valley vintners and growers and the local community. The Alliance works to promote the importance of the wine industry to the local economy and to ensure a healthy social and political environment conducive to grape growing and wine making. The Sonoma Valley Vintners & Growers Alliance currently represents 64 vintners and 166 grape growers in Sonoma Valley.

History

California's wine industry was born in the Sonoma Valley more than 100 years ago. Franciscan mission fathers planted the first vineyards here in 1824. In 1857, "Count" Agoston Haraszthy planted the first major vineyard of European varieties here. According to legend, Native Americans called this "Valley of the Moon" because the moon appears to rise several times a night behind surrounding hills. Today, many of the world's finest wines continue to be born here where nature, agriculture and the artistry of winemaking have been blended into a lifestyle and an attitude that in the sometimes, stuffy world of wine you might not expect.

Appellation

In 1981, the federal government designated more than 6,000 vineyard acres as "Sonoma Valley," a distinct viticultural area. The Sonoma Valley is the gateway to Northern California's Wine Country. Nestled between coastal mountain ranges and located just 45 miles north of San Francisco, it is picturesque, historic and has quite a personality.

The Valley is approximately 8 miles wide and 17 miles long, and now includes four official appellations: Sonoma Valley, Sonoma Mountain, Bennett Valley and Carneros. Today, the district includes more than 13,000 acres of premium wine grapes and more than 64 wineries. The Sonoma Valley appellations are located within Sonoma County, which reaches from the Napa-Sonoma County line to the Pacific Ocean.

Geographically, the Sonoma Valley is bordered on the west by the Sonoma Mountains and on the east by the Mayacamas Mountains. The crescent-shaped region stretches north from San Pablo Bay up to the outer limits of the city of Santa Rosa, and includes the towns of Sonoma, Glen Ellen, and Kenwood.

Winemaker Level Associate Membership

\$20,000

Becoming a Winemaker Level Associate Member of the Sonoma Valley Vintners & Growers Alliance throughout the year provides your company with the following benefits:

Vintner/Grower Exposure

- Direct referrals and introductions to Vintner & Grower members
- Presentation time at relevant SVVGA Meetings
- SVVGA emails to Alliance members of your marketing collateral
- Booth at annual Alliance Quality Conference
- Presentation time at Annual Alliance Quality Conference

Logo Branding

- Logo inclusion on all invitations, postcards, posters, programs, banners for all SVVGA events
- Logo inclusion on wine glasses for a selected SVVGA event (**see below**)
- Logo inclusion on **14th Annual Sonoma Valley Harvest Wine Auction Poster**
- **Appearance** in 14th Annual Sonoma Valley Harvest Wine Auction Poster

Event Exposure

As a **Winemaker Level Associate Member**, your company name and logo will be displayed as the “Presenting Sponsor” on one or more designated SVVGA events:

- Quality Conference
 - Hospitality Forums
 - State of the Alliance meeting
 - Wine Basics 101
 - VinOlivo
- 2006 Sonoma Valley Harvest Wine Auction Weekend
- Sonoma Valley Harvest Open Houses
 - Taste of Sonoma Valley
 - Cult Cab Dinner & Show
 - 14th Annual Sonoma Valley Harvest Wine Auction
- Sonoma Valley Passport Event
 - Pass the Winemaker Dinner
 - Holiday in the Vines

Advertising & Public Relations

- Logo inclusion on selected SVVGA event advertising including print, radio, and television

Includes:

- Sonoma Index Tribune
- Sonoma Valley Sun
- Fine Life
- Marin Independent Journal

- WineCountry.com
 - Santa Rosa Press Democrat
 - Savor Magazine
 - Napa/Sonoma Magazine
 - NBC-TV11
 - San Francisco Magazine
 - San Francisco Chronicle
 - Krush Radio 95.9
- One time complimentary full-page ad in our quarterly magazine, *The GrapeVine*, with circulation of over 14,000 including all Vintners, Growers and Associate members, **you must provide camera ready artwork**
 - Opportunity to purchase ad space in Grapevine Magazine at a discounted rate
 - Full-page advertisement in VinOlivo and Harvest Wine Auction programs, based on design & space availability
 - Company mentions as Winemaker Level Associate Member in selected SVVGA event press releases
 - Company logo on Harvest Wine Auction sponsor banners

Hospitality & Tickets

Cash Membership

- Four tickets to VinOlivo
 - Four tickets to The Sonoma Valley Passport Event
 - Four tickets to Holiday in the Vines
- 2006 Sonoma Valley Harvest Wine Auction Weekend
- Four tickets Cult Cab Dinner & Show
 - Ten tickets to A Taste of Sonoma Valley
 - Four passes to The Exclusive, Invitation Only Wine Auction VIP Dinner
 - **Two** VIP Packages* to the 14th Annual Sonoma Valley Harvest Auction

* A package includes:

Two tickets to the 14th Annual Sonoma Valley Wine Auction
 Two nights lodging in Sonoma Valley for attending couple
 Complimentary valet parking at the Sonoma Mission Inn for the Auction
 VIP event registration
 VIP name badges
 Preferred seating at the Harvest Wine Auction
 One case of Sonoma Valley wine
 Free shipment of wine purchases, subject to interstate shipping laws

In-Kind Membership

- Four tickets to VinOlivo
 - Four tickets to The Sonoma Valley Passport Event
 - Four tickets to Holiday in the Vines
- 2006 Sonoma Valley Harvest Wine Auction Weekend
- Two tickets to Cult Cab Dinner & Show
 - Six tickets to A Taste of Sonoma Valley
 - Four tickets to the 14th Annual Sonoma Valley Harvest Auction
 - Four passes to The Exclusive, Invitation Only Wine Auction VIP Dinner

Marketing & Promotion

- Your marketing collateral inserts included in selected SVVGA promotional materials, based on design & space availability

Database Usage

- Use of Vintners & Growers mailing list
- Use of Associate Members mailing list

Winery Discounts

- 30-50% discounts on wine purchases at Member wineries

Website & Internet Exposure

- Logo and link to your business web site from Alliance's *homepage* - **Cash Membership**
- Logo and link to your business website from select Alliance *interior pages* - **In-Kind Membership**
- Sponsor of weekly SVVGA E-Newsletter, *Good Morning Sonoma Valley*

Signage

- Company banner (supplied by you) at all SVVGA events, no larger than 3'x8'

General Benefits

- Membership sticker for display at your business
- Sonoma Valley license plate frame
- Invitations to all SVVGA Membership mixers and events

Extra Cash Membership Benefits

- Etched SVVGA Magnum of wine

Sommelier Level Associate Membership

\$10,000

Becoming a Sommelier Level Associate Member of the Sonoma Valley Vintners & Growers Alliance throughout the year provides your company with the following benefits:

Vintner/Grower Exposure

- Direct referrals and introductions to Vintner & Grower members
- Presentation time at relevant SVVGA Meetings
- SVVGA emails to Alliance members of your marketing collateral
- Booth at Annual Alliance Quality Conference
- Presentation time at Annual Alliance Quality Conference

Event Exposure & Logo Branding

As a **Sommelier level associate member**, your company logo will be included in selected marketing materials for the following SVVGA events:

- Quality Conference
 - Hospitality Forums
 - State of the Alliance meeting
 - Wine Basics 101
 - VinOlivo
- 2006 Sonoma Valley Harvest Wine Auction Weekend
- Sonoma Valley Harvest Open Houses
 - Taste of Sonoma Valley
 - Cult Cab Dinner & Show
 - 14th Annual Sonoma Valley Harvest Wine Auction
- Sonoma Valley Passport Event
 - Pass the Winemaker Dinner
 - Holiday in the Vines

Advertising & Public Relations

- Logo inclusion on selected SVVGA event advertising including print, radio, and television

Includes:

- Sonoma Index Tribune
- Sonoma Valley Sun
- Fine Life
- Marin Independent Journal
- WineCountry.com
- Santa Rosa Press Democrat
- Savor Magazine Napa/Sonoma Magazine
- NBC-TV11
- San Francisco Magazine
- San Francisco Chronicle
- Krush Radio 95.9

- One time complimentary ad space in our quarterly magazine, *The GrapeVine*, with circulation of over 14,000 including all Vintners, Growers and Associate members, **you must provide camera ready artwork**
- Opportunity to purchase ad space in Grapevine Magazine at a discounted rate
- Upgraded ad space in VinOlivo and Harvest Wine Auction programs
- Company mentions as Sommelier Level Associate Member in selected SVVGA event press releases
- Company logo on Harvest Wine Auction sponsor banners

Hospitality & Tickets

Cash Membership

- Two tickets to VinOlivo
 - Two tickets to The Sonoma Valley Passport Event
 - Two tickets to Holiday in the Vines
- 2006 Sonoma Valley Harvest Wine Auction Weekend
- Two tickets to a Winery Winemaker Dinner
 - Six tickets to A Taste of Sonoma Valley
 - Two passes to The Exclusive, Invitation Only Wine Auction VIP Dinner
 - One VIP Package* to the 14th Annual Sonoma Valley Harvest Auction

* A package includes:

Two tickets to the 14th Annual Sonoma Valley Wine Auction
 Complimentary valet parking at the Sonoma Mission Inn for the Auction
 VIP event registration
 VIP name badges
 Preferred seating at the Harvest Wine Auction
 One case of Sonoma Valley wine
 Free shipment of wine purchases, subject to interstate shipping laws

In-Kind Membership

- Two tickets to VinOlivo
 - Two tickets to The Sonoma Valley Passport Event
 - Two tickets to Holiday in the Vines
- 2006 Sonoma Valley Wine & Food Festival Weekend
- Two tickets to a Restaurant Winemaker Dinner
 - Two tickets to A Taste of Sonoma Valley
 - Two tickets to the 14th Annual Sonoma Valley Harvest Auction
 - Two passes to The Exclusive, Invitation Only Wine Auction VIP Dinner

Marketing & Promotion

- Your marketing collateral inserts included in selected SVVGA promotional materials, subject to design & space availability

Database Usage

- Use of Vintners & Growers mailing list
- Use of Associate Members mailing list

Winery Discounts

- 30-50% discounts on wine purchases at wineries

Website & Internet Exposure

- Logo and link to your business web site from Alliance's homepage - **Cash Membership**
- Logo and link to your business website from select Alliance interior pages - **In-Kind Membership**
- Sponsor of weekly SVVGA E-Newsletter, *Good Morning Sonoma Valley*

Signage

- Company banner (supplied by you) at all SVVGA events, no larger than 3'x8'

General Benefits

- Membership sticker for display at your business
- Sonoma Valley license plate frame
- Invitations to all SVVGA Membership mixers and events

Connoisseur Level Associate Membership

\$5,000

Becoming a Connoisseur Associate Member of the Sonoma Valley Vintners & Growers Alliance throughout the year provides your company with the following benefits:

Vintner/Grower Exposure

- Presentation time at relevant SVVGA Meetings
- SVVGA emails to Alliance members of your marketing materials
- Booth at Annual Alliance Quality Conference - **Cash Membership**
- Opportunity to purchase a booth at Annual Alliance Quality Conference - In-Kind Membership

Event Exposure & Logo Branding

As a **Connoisseur Level Associate Member**, your company logo will be included in selected marketing materials for the following SVVGA events:

- Quality Conference
 - Hospitality Forums
 - State of the Alliance meeting
 - Wine Basics 101
 - VinOlivo
- 2006 Sonoma Valley Harvest Wine Auction Weekend
- Sonoma Valley Harvest Open Houses
 - Taste of Sonoma Valley
 - Cult Cab Dinner & Show
 - 14th Annual Sonoma Valley Harvest Wine Auction
- Sonoma Valley Passport Event
 - Pass the Winemaker Dinner
 - Holiday in the Vines

Advertising & Public Relations

- Logo inclusion on selected SVVGA event advertising including print, radio, and television
- One time complimentary ad space in our quarterly magazine, *The GrapeVine*, with circulation of over 14,000 including all Vintners, Growers and Associate members, **You must provide camera ready artwork**
- Opportunity to purchase ad space in Grapevine Magazine at a discounted rate
- Upgraded ad space in VinOlivo and Harvest Wine Auction programs
- Company mentions as Connoisseur Level Associate Member in selected SVVGA event press releases
- Company logo on Harvest Wine Auction sponsor banners

Hospitality & Tickets

- Two tickets to VinOlivo
 - Two tickets to The Sonoma Valley Passport event
 - Two tickets to Holiday in the Vines
- 2006 Sonoma Valley Harvest Wine Auction Weekend
- Two tickets to Restaurant Winemaker Dinner
 - Two tickets to *A Taste of Sonoma Valley*
 - Two tickets to the 14th Annual Sonoma Valley Harvest Auction
 - Two passes to The Exclusive, Invitation Only Wine Auction VIP Dinner –
Cash Membership

Database Usage

- Use of Vintners & Growers mailing list
- Use of Associate Members mailing list

Winery Discounts

- 30-50% discounts on wine purchases at wineries

Website & Internet Exposure

- Logo and link to your business website from Alliance's website - **Cash Membership**
- Listing and link to your website from Alliance's website - **In-Kind Membership**
- Sponsor of weekly SVVGA E-Newsletter, *Good Morning Sonoma Valley*

Signage

- Company banner (supplied by you) at all SVVGA events, no larger than 3'x8'

General Benefits

- Membership sticker for display at your business
- Sonoma Valley license plate frame
- Invitations to all SVVGA Membership mixers and events

Aficionado Level Associate Membership

\$1,500

Becoming an Aficionado Associate Member of the Sonoma Valley Vintners & Growers Alliance throughout the year provides your company with the following benefits:

Vintner/Grower Exposure

- “Opportunity to purchase” a booth at the Annual Alliance Quality Conference - **Cash Membership**

Event Exposure & Logo Branding

As an **Aficionado** Level Associate Member, your company name will be listed on selected marketing materials for the following SVVGA events:

- Quality Conference
 - Hospitality Forums
 - State of the Alliance meeting
 - Wine Basics 101
 - VinOlivo
- 2006 Sonoma Valley Harvest Wine Auction Weekend
- Sonoma Valley Harvest Open Houses
 - Taste of Sonoma Valley
 - Cult Cab Dinner & Show
 - 14th Annual Sonoma Valley Harvest Wine Auction
 - Sonoma Valley Passport event
 - Pass the Winemaker Dinner
 - Holiday in the Vines

Advertising & Public Relations (Cash Membership Only)

- Logo inclusion on selected SVVGA event advertising including print, radio, and television
- Ad space in VinOlivo and Harvest Wine Auction programs, based on design & space availability
- Company mentions as Aficionado level associate member in selected SVVGA event press releases
- Company logo on Harvest Wine Auction sponsor banners

Hospitality & Tickets

- Two tickets to VinOlivo
- 2006 Sonoma Valley Harvest Wine Auction Weekend
- Two tickets to Restaurant Winemaker Dinner
 - Two tickets to *A Taste of Sonoma Valley*
 - Two *discounted* tickets to the 14th Annual Sonoma Valley Harvest Auction

Database Usage

- Use of Vintners & Growers mailing list
- Use of Associate Members mailing list

Winery Discounts

- 30-50% discounts on wine purchases at wineries

Website & Internet Exposure

- Company website link on SVVGA website

General Benefits

- Membership Sticker for display at your business
- Sonoma Valley license plate frame
- Invitations to all SVVGA Membership mixers and events

Enthusiast Level Associate Membership

\$500

Becoming an Enthusiast Associate Member of the Sonoma Valley Vintners & Growers Alliance throughout the year provides your company with the following benefits:

Event Exposure & Logo Branding

As an Enthusiast level associate member, your company name will be listed on the following SVVGA event programs: (Based on design & space availability)

- Wine Basics 101
- VinOlivo
- Pass the Wine Maker Dinner
- Harvest Wine Auction Program (**Cash Membership**)
- Holiday in the Vines

Hospitality & Tickets

- Opportunity to purchase members-only advance tickets to SVVGA events.
- Two tickets to the *Taste of Sonoma Valley*

Database Usage

- Use of Vintners & Growers mailing list
- Use of Associate Members mailing list

Winery Discounts

- 30-50% discounts on wine purchases at wineries.

Website & Internet Exposure

- Listing on SVVGA website (**In-Kind Membership**)
- Company website link on SVVGA website (**Cash Membership**)

General Benefits

- Membership Sticker for display at your business
- Sonoma Valley license plate frame
- Invitations to all SVVGA Membership mixers and events

SVVGA Associate Member Form

____ Yes, I want to be an Associate Member of the Sonoma Valley Vintners & Growers Alliance at the following level:

- ρ *Winemaker Level - \$20,000*
- ρ *Sommelier Level - \$10,000*
- ρ *Connoisseur Level - \$5,000*
- ρ *Aficionado Level - \$1,500*
- ρ *Enthusiast Level - \$500*

Company _____

Contact Name _____

Title _____

Mailing address _____

Phone _____ Fax _____

E-mail _____

Web site _____

30 Word Company Description _____

Credit Card (check one): Visa ____ MasterCard ____ Amex ____

Name that appears on card: _____

Credit Card # _____ Exp. Date: _____

Make checks payable to: *Sonoma Valley Vintners & Growers Alliance*

Mailing address: 17964 Sonoma Highway, Sonoma, Ca 95476

Phone: 707-935-0803 Fax 707-935-1947 info@sonomavalleywine.com