



VINTNERS & GROWERS

### Associate Membership Form

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Additional emails for the newsletter: \_\_\_\_\_

Brief description of your business: \_\_\_\_\_

Please make payment by check or by credit card.

Make checks payable to: Sonoma Valley Vintners & Growers Alliance  
783 Broadway, Sonoma, CA 95476  
Phone 707-935-0803 Fax 707-935-1947

Credit Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Please select level of Membership:

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



## **Associate Membership**

Sonoma Valley Vintners & Growers Alliance  
783 Broadway, Sonoma, CA 95476  
Phone: 707-935-0803 Fax: 707-935-1947  
[Sonomavalleywine.com](http://Sonomavalleywine.com)



VINTNERS & GROWERS

SVVGA Associate Member Benefits

Exposure	Benefits	Enthusiast \$500 x	Aficionado \$1,500 x	Connoisseur \$5,000 x	Sommelier \$10,000 x	Winemaker \$20,000 x
	Attend SVVGA Events	x	x	x	x	x
	Present at Board Meetings		x	x	x	x
	Press Release mentions		x	x	x	x
	Present at SVVGA meetings				x	x
	SVVGA emails of marketing materials				x	x
	Referrals to members					x
Branding	Name listed in event materials	x	x	x	x	x
	Logo in event materials			x	x	x
	Banner at events			x	x	x
	Logo on wine glass at select events					x
Advertising	Grapevine Magazine	discounted	1/6 page	¼ page	½ page	full page
	VinOlivo Program				½ page	full page
	Logo inclusion for event ads			x	x	x
Tickets	VinOlivo	discounted	2 for 1	2	4	4
	Passport to Sonoma Valley	discounted	2 for 1	2	4	4
	Quality Conference	discounted	2 for 1	1	2	4
	SVVGA Holiday Party					2
Other	Use of Database	x	x	x	x	x
	Discount Card	x	x	x	x	x

*Grapevine Magazine discontinued*

## **Enthusiast Level Associate Member**

### \$500 Annual Membership

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

#### **Vintner / Grower Exposure**

- Opportunity to attend SVVGA member only events and meetings
- **Sonomavalleywine.com** Associate Members have a direct link on the homepage that lists all contact information and links to your website.

#### **Branding**

Your company name will be listed in the following SVVGA materials:

- **Quality Conference** Annual informational session addressing topics such as viticulture review, market issues, technical briefs, sensory review, and Sonoma Valley appellation review.
- **State of the Alliance meeting** Annual address to the membership about the expectations and programs for the year ahead.
- **VinOlivo** SVVGA's contribution to the Olive Festival, this festive event raises marketing money and awareness for Sonoma Valley's fine Vintners & Growers.
- **Passport to Sonoma Valley** Valley wide wine tasting event each May

#### **Advertising & Public Relations**

- Opportunity to provide information for the weekly enewsletter

#### **Hospitality & Tickets**

- Members receive discounted rates for SVVGA events.

#### **Database Usage**

- Use of SVVGA printed or electronic mailing list. The list contains over 700 current contacts at our member wineries, vineyards, and associate member businesses. Winery listings include Principals, Winemakers, Marketing Directors, Hospitality Managers, and Event Directors.

#### **Winery Discounts**

- Industry discounts on wine purchases at wineries with your membership card.

#### **General Benefits**

- Membership window decal for display at your business
- Invitations to all SVVGA Membership mixers and events

## *Aficionado Level Associate Member*

### **\$1,500 Annual Membership**

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**

- Presentation time at SVVGA Board of Directors Meetings Our Board is comprised of 12 Vintners, Growers, and community leaders
- Opportunity to attend SVVGA member only events and meetings
- **Sonomavalleywine.com** Associate Members have a direct link on the homepage that lists all contact information and links to your website.

#### **Branding**

Your company name will be listed on selected marketing materials for the following SVVGA events:

- **Quality Conference** Annual informational session addressing topics such as viticulture review, market issues, technical briefs, sensory review, and Sonoma Valley appellation review.
- **Hospitality Forums** Quarterly sessions primarily for Vintner Members addressing hospitality and tasting room issues.
- **State of the Alliance meeting** Annual address to the membership about the expectations and programs for the year ahead.
- **VinOlivo** SVVGA's contribution to the Olive Festival, this festive event raises marketing money and awareness for Sonoma Valley's fine Vintners & Growers.
- **Passport to Sonoma Valley** Valley wide wine tasting event each May

#### **Advertising & Public Relations (Cash Membership Only)**

- Company mentions as Aficionado level associate member in select SVVGA press releases
- Opportunity to provide information for the weekly enewsletter

#### **Hospitality & Tickets (Cash Membership Only)**

- Two for one tickets to SVVGA events, (excludes Sonoma Wine Country Weekend events.)

#### **Database Usage**

- Use of SVVGA printed or electronic mailing list. The list contains over 700 current contacts at our member wineries, vineyards, and associate member businesses. Winery listings include Principals, Winemakers, Marketing Directors, Hospitality Managers, and Event Directors.

#### **Winery Discounts**

- Industry discounts on wine purchases at wineries with your membership card.

#### **General Benefits**

- Membership window decal for display at your business
- Invitations to all SVVGA Membership mixers and events

## *Connoisseur Level Associate Member*

### **\$5,000 Annual Membership**

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**

- Company banner (supplied by you) at select SVVGA events, no larger than 3'x8'
- Presentation time at SVVGA Board of Director Meetings Our Board is comprised of 12 Vintners, Growers, and community leaders
- **Sonomavalleywine.com** Associate Members have a direct link on the homepage that lists all contact information and links to your website.
- Opportunity to attend SVVGA member only events and meetings

#### **Logo Branding**

Your company name and logo will be appear on selected marketing materials for the following SVVGA events:

- **Quality Conference** Annual informational session addressing topics such as viticulture review, market issues, technical briefs, sensory review, and Sonoma Valley appellation review.
- **Hospitality Forums** Quarterly sessions primarily for Vintner Members addressing hospitality and tasting room issues.
- **State of the Alliance meeting** Annual address to the membership about the expectations and programs for the year ahead.
- **VinOlivo** SVVGA's contribution to the Olive Festival, this festive event raises marketing money and awareness for Sonoma Valley's fine Vintners & Growers.
- **Passport to Sonoma Valley** Valley wide wine tasting event each May

#### **Advertising & Public Relations**

- Logo inclusion on selected SVVGA event advertising
- Company mentions as Connoisseur Level Associate Member in selected SVVGA event press releases
- Opportunity to provide information for the weekly enewsletter

#### **Hospitality & Tickets**

- Two tickets to VinOlivo
- Two tickets to Passport to Sonoma Valley
- One ticket to the Quality Conference

#### **Database Usage**

- Use of SVVGA printed or electronic mailing list. The list contains over 700 current contacts at our member wineries, vineyards, and associate member businesses. Winery listings include Principals, Winemakers, Marketing Directors, Hospitality Managers, and Event Directors.

## **Winery Discounts**

- Industry discounts on wine purchases at wineries with your membership card.

## **General Benefits**

- Membership window decal for display at your business
- Invitations to all SVVGA Membership mixers and events

## ***SVVGA Sommelier Level Associate Member***

### **\$10,000 Annual Membership**

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**

- SVVGA emails to Alliance members of your marketing collateral
- Presentation time at relevant SVVGA meetings
- Company banner (supplied by you) at select SVVGA events, no larger than 3'x8'
- Presentation time at SVVGA Board of Director Meetings Our Board is comprised of 12 Vintners, Growers, and community leaders
- **Sonomavalleywine.com** Associate Members have a direct link on the homepage that lists all contact information and links to your website.
- Opportunity to attend SVVGA member only events and meetings

#### **Logo Branding**

Your company name and logo will be appear on selected marketing materials for the following SVVGA events:

- **Quality Conference** Annual informational session addressing topics such as viticulture review, market issues, technical briefs, sensory review, and Sonoma Valley appellation review.
- **Hospitality Forums** Quarterly sessions primarily for Vintner Members addressing hospitality and tasting room issues.
- **State of the Alliance meeting** Annual address to the membership about the expectations and programs for the year ahead.
- **VinOlivo** SVVGA's contribution to the Olive Festival, this festive event raises marketing money and awareness for Sonoma Valley's fine Vintners & Growers.
- **Passport to Sonoma Valley** Valley wide wine tasting event each May

#### **Advertising & Public Relations**

Logo inclusion on selected SVVGA event advertising

- ½ page black & white advertisement in VinOlivo program
- Opportunity to provide information for the weekly enewsletter
- Company mentions as Sommelier Level Associate Member in selected SVVGA event press releases

## **Hospitality & Tickets**

### *Cash Membership*

- Four tickets to VinOlivo
- Four tickets to Passport to Sonoma Valley
- Two tickets to the Quality Conference

### *In-Kind Membership*

- Two tickets to VinOlivo
- Two tickets to Passport to Sonoma Valley

## **Database Usage**

- Use of SVVGA printed or electronic mailing list. The list contains over 700 current contacts at our member wineries, vineyards, and associate member businesses. Winery listings include Principals, Winemakers, Marketing Directors, Hospitality Managers, and Event Directors.

## **Winery Discounts**

- Industry discounts on wine purchases at wineries with your membership card.

## **General Benefits**

- Membership window decal for display at your business
- Invitations to all SVVGA Membership mixers and events

## ***Winemaker Level Associate Member***

### **\$20,000 Annual Membership**

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
- The opportunity to co-present relevant events with SVVGA
- SVVGA emails to Alliance members of your marketing collateral
- Presentation time at SVVGA Board of Director Meetings Our Board is comprised of 12 Vintners, Growers, and community leaders
- Company banner (supplied by you) at select SVVGA events, no larger than 3'x8'

### **Logo Branding**

- Logo inclusion on wine glasses for a selected SVVGA event
- **Quality Conference** Annual informational session addressing topics such as viticulture review, market issues, technical briefs, sensory review, and Sonoma Valley appellation review.
- **Hospitality Forums** Quarterly sessions primarily for Vintner Members addressing hospitality and tasting room issues.
- **State of the Alliance meeting** Annual address to the membership about the expectations and programs for the year ahead.
- **VinOlivo** SVVGA's contribution to the Olive Festival, this festive event raises marketing money

and awareness for Sonoma Valley's fine Vintners & Growers.

- **Passport to Sonoma Valley** Valley wide wine tasting event each May

### **Advertising & Public Relations**

- Full-page black & white advertisement in VinOlivo program
- Company mentions as Winemaker Level Associate Member in selected SVVGA event press releases
- Opportunity to provide information for the weekly enewsletter

### ***Hospitality & Tickets***

#### ***Cash Membership***

- Four tickets to VinOlivo
- Four tickets to Passport to Sonoma Valley
- Four tickets to the SVVGA Holiday Party
- Four tickets to the Quality Conference

#### ***In-Kind Membership***

- Four tickets to VinOlivo
- Four tickets to Passport to Sonoma Valley

### **Database Usage**

- Use of SVVGA printed or electronic mailing list. The list contains over 700 current contacts at our member wineries, vineyards, and associate member businesses. Winery listings include Principals, Winemakers, Marketing Directors, Hospitality Managers, and Event Directors.

### **Winery Discounts**

- Industry discounts on wine purchases at wineries with your membership card.

### **General Benefits**

Membership window decal for display at your business

Invitations to all SVVGA Membership mixers and events

- Etched SVVGA Magnum of wine (**Cash Membership Only**)