

Partner Membership Benefits & Dues

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www.WallaWallaWine.com

OUR MISSION

The mission of the Walla Walla Valley Wine Alliance (WWVWA) is to build an internationally acclaimed Walla Walla Valley wine brand among consumers, media, and trade by providing marketing programs on behalf of member wineries, vineyards, and partners.

The WWVWA functions as the leading informational resource for consumers, media, and members of the trade interested in learning more about the valley's wine industry.

PARTNER MEMBERS

Corporate and hospitality businesses whose values and business practices align with those of the WWVWA are encouraged to support the Walla Walla Valley wine region through partner membership. Partner members seek to enhance and elevate the Walla Walla Valley wine region through mutually successful marketing relationships. Partner members seek short- and long-term success of not only their businesses, but also the WWVWA and our membership of wineries and vineyards.

We look forward to having you join the membership and help grow the Walla Walla Valley wine brand! This guide is meant to provide an overview of Walla Walla Valley Wine Alliance (WWVWA) marketing programs to help you understand our mission and maximize your member benefits through active participation.

PARTNER MEMBER LEVELS

See benefits on pages 2 - 4

Premier Membership \$1,200 annually

Affiliate Membership \$800 annually

Basic Membership \$400 annually

SPONSORSHIPS

See sponsorship opportunities starting on page 4

Partner members receive first right of refusal for sponsorship opportunities of WWVWA events throughout the year.

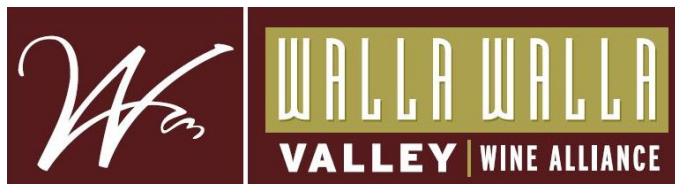


Partner Membership Benefits & Dues

PARTNER MEMBER BENEFITS

Premier Partner Member | \$1,200

- Wineries of the Walla Walla Valley Guide:
 - Business listing with contact information, 75-word business description, and business logo in the annual winery guide which is printed in quantities of 50,000 per year and distributed nationwide. (Value \$1,000)
 - Receive first right of refusal to advertising space in the Wineries of the Walla Walla Valley annual winery guide, non-members will pay a 40% premium on advertising prices.
- Event Booth or Speaking Opportunities:
 - Booth availability to promote business to event trade, media, and consumer attendees at Walla Walla Wine @ Seattle and Walla Walla Wine @ Portland for a participation fee.
 - Booth and two-minute speaking opportunities to promote business to member wineries, growers, and partners at annual and mid-annual membership meetings.
- Marketing Listings:
 - Email Newsletters: Business name in the WWVWA membership, consumer, and trade newsletters. Membership newsletters occur every two weeks. Consumer newsletters occur monthly. Trade newsletters occur three to six times per year.
 - Option to sponsor up to 5 membership newsletters per year for \$25 per email.
 - Option to sponsor up to 1 consumer newsletter per year for \$100.
 - Website: Business name listed on WallaWallaWine.com with clickthrough to business website. WallaWallaWine.com receives around 10,000 unique visits each month.
- Subscription to the WWVWA membership newsletter which will help you stay abreast of industry news and exclusive opportunities.
- Exclusive Members-Only Event Invitations:
 - WWVWA member functions: annual membership meeting, mid-annual membership meeting, and annual pre-harvest party.
 - Winery member industry parties throughout the year.
- Referrals for member, trade, media, and consumer inquiries.
- Exclusive promotions/discounts:
 - Participation opportunity in the Riedel Crystal discount program.
 - Other opportunities as they arise.
- Sponsorships:
 - First right of refusal for event sponsorship opportunities throughout the year. Sponsored events include, but are not limited to Walla Walla Wine @ Seattle, Walla Walla Wine @ Portland, Reveal Walla Walla Valley Wine, Celebrate Walla Walla Valley Wine, Annual Winery and Grower Membership Vineyard Tour, Annual All-Member Pre-Harvest Party, eNewsletters. Non-members will be approached for sponsorships when not filled by partner members of the WWVWA.
 - Sponsorship opportunities for membership and consumer eNewsletters.



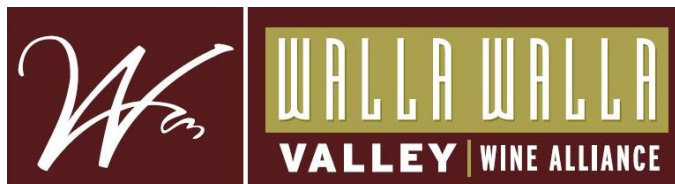
Partner Membership Benefits & Dues

Affiliate Membership | \$800 annually

- Wineries of the Walla Walla Valley Guide:
 - Business listing with contact information and business logo in the annual winery guide which is printed in quantities of 50,000 per year and distributed nationwide. (Value \$700)
 - Receive first right of refusal to advertising space in the Wineries of the Walla Walla Valley annual winery guide, WWVWA non-members will pay a 40% premium on advertising prices.
- Marketing Listings:
 - Email Newsletters: Business name in the WWVWA membership, consumer, and trade newsletters. Membership newsletters occur every two weeks. Consumer newsletters occur monthly. Trade newsletters occur three to six times per year.
 - Website: Business name listed on WallaWallaWine.com, which receives around 10,000 unique visits each month.
- Subscription to the WWVWA membership newsletter which will help you stay abreast of industry news and exclusive opportunities.
- Event Invitations:
 - WWVWA member functions: annual membership meeting, mid-annual membership meeting, and annual pre-harvest party.
 - Winery member industry parties throughout the year.
- Referrals for member, trade, media, and consumer inquiries.
- Promotions/discounts exclusive to WWVWA members:
 - Participation opportunity in the Riedel Crystal discount program.
 - Other opportunities as they arise.
- Sponsorships:
 - First right of refusal for event sponsorship opportunities throughout the year. Sponsored events include, but are not limited to Walla Walla Wine @ Seattle, Walla Walla Wine @ Portland, Reveal Walla Walla Valley Wine, Celebrate Walla Walla Valley Wine, Annual Winery and Grower Membership Vineyard Tour, Annual All-Member Pre-Harvest Party. Non-members will be approached for sponsorships when not filled by partner members of the WWVWA.

Basic Membership | \$400 annually

- Wineries of the Walla Walla Valley Guide:
 - Receive first right of refusal to advertising space in the Wineries of the Walla Walla Valley annual winery guide, WWVWA non-members will pay a 40% premium on advertising prices.
- Marketing Listings:
 - Email Newsletters: Business name in the WWVWA membership, consumer, and trade newsletters. Membership newsletters occur every two weeks. Consumer newsletters occur monthly. Trade newsletters occur three to six times per year.
 - Website: Business name listed on WallaWallaWine.com, which receives around 10,000 unique visits each month.
- Subscription to the WWVWA membership newsletter which will help you stay abreast of industry news and exclusive opportunities.



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- Event Invitations:
 - WWVWA member functions: annual membership meeting, mid-annual membership meeting, and annual pre-harvest party.
 - Winery member industry parties throughout the year.
- Promotions/discounts exclusive to WWVWA members:
 - Participation opportunity in the Riedel Crystal discount program.
 - Other opportunities as they arise.

SPONSORSHIP OPPORTUNITIES

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Event overviews & sponsorship information available upon request.

Walla Walla Wine @ Seattle – opportunities from \$400 to \$5,000+

Walla Walla Wine @ Portland – opportunities from \$400 to \$5,000+

Reveal Walla Walla Valley Wine – opportunities from \$5,000 to \$20,000+

Celebrate Walla Walla Valley Wine – opportunities from \$2,000 to \$10,000+

Winery and Grower Member Vineyard Tour – opportunities from \$250 to \$1,000+

All Member Pre-Harvest Party – opportunities from \$500 to \$2,500+

Membership Newsletter – up to 5 per year at \$25 each (open to Premier members only)

Consumer Newsletter – up to 1 per year at \$100 each (open to Premier members only)

Customized Sponsorship – open to conversations starting at \$20,000