



# WALLA WALLA VALLEY WINE SATELLITE TASTING ROOM MEMBERSHIP

PROGRAM	BENEFIT
WINE GUIDE (PRINT AND DIGITAL)	Included in maps, listing and varietal chart. Member discounted rate card for additional advertisements. 30,000 guides are printed per year, distributed via direct mail by request to all 50 states and Canada, tasting rooms, hotels, visitor bureaus. Available digitally on website, approximately 18,000 sessions per year.
WEBSITE	Full winery listing including description, tasting room hours, contact information, social media links on WallaWallaWine.com. Approximately 100,000 sessions and 250,000 pageviews per year.
COMMUNITY BENCHMARK DTC COMPARISON TOOL	Satellite Tasting Room Members receive a complimentary basic membership and receive a monthly custom report comparing DTC activity to peers and Valley-wide performance.
CISION POINT MEDIA & PRESS MONITORING SYSTEM	Option to purchase full access to system at \$1,000 annually or one-time media contact list at \$200.
SEMINARS & TRAINING	Invitation to Wine Alliance sponsored or conducted trainings. The Wine Alliance also negotiates free participation or discounted participation fees to other trainings that take place in the Walla Walla Valley and beyond.
WINE ALLIANCE GATHERINGS & MEETINGS	Invitation to attend Annual & Mid-Annual Membership Meetings. Vineyard Tour (July) and Pre-Harvest Party (August) along with other special events planned for members throughout the year.  <i>*Satellite Tasting Room Members are non-voting members of the organization.</i>
COMMUNICATIONS	Subscription to the Wine Alliance's Member eNewsletter sent every other week with organizational news, events and industry information. The Wine Alliance will also share your message with membership for invites to industry nights and other WWVWA member-only or educational opportunities that you are organizing.