



Please complete the application, sign, save a copy for your records, and submit to [liz@wallawallawine.com](mailto:liz@wallawallawine.com). We're happy to help with any questions, please call the office at (509) 526-3117.

2025-2026 WINERY MEMBERSHIP APPLICATION

**Winery Members:** Annual Wine Alliance membership is calculated based on the number of gallons bottled or gallons of bottled wine received in bond in 9L case equivalents, during the 2024 calendar year. Based on the number entered below from your TTB form 5120.17, the Alliance will calculate and send you your dues with a follow-up email within 48 business hours. A follow-up paper invoice will also be emailed within ten business days.

| APPLICANT INFORMATION  |          |           |
|--|----------|-----------|
| Owner/Winemaker/GM Contact Name(s):  |          |           |
| Winery Name (Brand(s)) Applying for Membership:  |          |           |
| Physical Address:  |          |           |
| City:  | State:   | ZIP Code: |
| Public Email:  | Website: | Phone:    |
| MEMBERSHIP CONTACTS FOR COMMUNICATIONS   |          |           |
| WWVWA Primary Contact Name & Email:  |          |           |
| WWVWA Secondary Contact Name & Email:  |          |           |
| Marketing/PR/Event Contact Name & Email:   |          |           |
| Billing Contact Name & Email:  |          |           |
| STEP 1   |          |           |
| TTB form(s) 5120.17 "Report of Wine Premises Operation" Section B – Bottled Wines, Line 2 "BOTTLED" The amount of wine bottled and packed during the 2024 calendar year in gallons:  |          |           |
| <b>(a) =</b>   |          |           |
| STEP 2   |          |           |
| TTB form(s) 5120.17 "Report of Wine Premises Operation" Section B – Bottled Wines, Line 3 "RECEIVED IN BOND" The amount of non-tax paid bottled wine received from another bonded winery or bonded wine cellar during the 2024 calendar year in gallons: |          |           |
| <b>(b) =</b>   |          |           |
| STEP 3   |          |           |
| Total number of gallons bottled or bottled received in bond during 2024:   |          |           |
| <b>(a+b) =</b>   |          |           |
| STEP 4   |          |           |
| Subtract gallons for brands that are excluded and/or gallons produced for other wineries. Value of Step 3 (a+b) subtracted by non-brand gallons <sup>1</sup> OR gallons produced for others:   |          |           |
| <b>(a+b) – d =</b>   |          |           |
| STEP 5   |          |           |
| Take the value from STEP 4 above (a+b)-d and divide by 2.3775 (gallons per 9L case equivalent). This is the number of cases bottled or bottled received in bond that determines your level of membership.  |          |           |
| <b>((a+b) – d) / 2.3775 =</b>  |          |           |
| WINERY MEMBER APPLICATION SIGNATURE  |          |           |
| • I would like to split my annual dues into two payments. First payment due by 5/31/25; Second payment due 11/30/25, initial here _____  |          |           |
| By signing below, you confirm you have read and agreed to all WWVWA by-laws & harassment policies on behalf of your business, and all provided numbers are correct. Initial here _____ to opt into the WWVWA Diversity Pledge.                           |          |           |
| Name of individual completing application:   | Title:   |           |
| Signature of applicant (electronic accepted):  | Date:    |           |

<sup>1</sup> Definition of "non-brand gallons": Your Brand is the winery you feature on Wine Alliance websites, printed guide and that you pour at Wine Alliance functions. Non-Brand wines **will never** be poured at Alliance events, nor promoted or advertised by the Wine Alliance.



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**2025-2026 WINERY MEMBERSHIP INTENT FOR PROGRAM PARTICIPATION**

**Winery Members:** Please indicate your intention to participate in the programs produced by the Wine Alliance. We hope this page provides you with a yearlong outlook on Wine Alliance marketing programs for your planning and calendar scheduling. Wine Alliance staff will send event registration forms and details throughout the year. Your intention to participate will help Wine Alliance staff with event planning and garnering media attention.

Participation fee invoicing will occur after a final confirmation of participation, closer to the dates of the activities.

*Disclaimer: dates subject to change. Please contact WWWV staff before making arrangements.*

**PLEASE CHECK THE ACTIVITIES AND MARKETING PROGRAMS YOUR WINERY WOULD LIKE TO PARTICIPATE IN:**

Permission for the Wine Alliance to share social media content & images posted by the official winery account with credit.

Vineyard Tour Attendance, July/Aug 2025 (free participation)

Pre-Harvest Party Attendance, August 13, 2024 (\$12 meal fee per person)

Wander Walla Walla Valley Wine – Winemaker Itinerary Submission (free participation)

Fundraiser benefiting Blue Mountain Action Council Food Bank:

Mid-Annual Membership Meeting Attendance, December 9, 2025 (free attendance, request of 1 bottle of wine to share)

Walla Walla Valley Wine On Tour - Seattle Market (\$400 participation fee)

Walla Walla Valley Wine On Tour - Portland (\$400 participation fee)

Walla Walla Valley Wine On Tour - Boise and/or Spokane (\$400 participation fee/city)

Community Benchmark DTC Comparison Tool (basic membership included with Wine Alliance membership)

Annual Membership Meeting Attendance, May 2026 (free attendance, request of 1 bottle of wine to share)

Celebrate Walla Walla Valley Wine, June 2026 (this is in the 2026-27 member year)

**2026 WALLA WALLA VALLEY WINE GUIDE  
\$300 PUBLICATION FEE PER WINERY LOCATION/LISTING IS REQUIRED**

The \$300 publication fee will be invoiced along with your membership dues.

I wish to be placed in the 2026 Walla Walla Valley Wine Guide

Please list your wine offerings:

I wish not to be placed in the 2026 Walla Walla Valley Wine Guide

**WALLAWALLAWINE.COM WEBSITE PROFILE UPDATES  
PLEASE PROVIDE THE FOLLOWING:**

If updates are needed, please provide a winery description with no more than 120 words:

Submit an image of your winery/tasting room along with your application to be included on wallawallawine.com if needed.



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2025-26 GROWER MEMBERSHIP APPLICATION

Grower Members: Annual Wine Alliance grower memberships are \$250 per vineyard.

APPLICANT INFORMATION

|  |                    |           |
|--|--------------------|-----------|
| Owner/Vineyard Manager/GM Contact Name(s):   |                    |           |
| Vineyard Name(s) Applying for Membership:  |                    |           |
| WWVWA Primary Contact Email:   |                    |           |
| Physical Address:  |                    |           |
| City:  | State:             | ZIP Code: |
| Total Number of Acres Planted:   | Varietals Planted: |           |
| Has your acreage changed since this time last year?  | Yes                | No        |
| Please list the number of acres planted of each varietal:  |                    |           |
| Would you like to be considered to host the annual Membership Vineyard Tour in July?   | Yes                | No        |
| Would you like to be considered to host vineyard tours for media when opportunities arise?   | Yes                | No        |
| Please list any options or ideas for hosting guests at your vineyard (i.e. covering & tables available for hosting a meal, hands-on activity, a unique attribute that sets your vineyard apart): |                    |           |
| Mailing Address (if different from physical address):  |                    |           |
| City:  | State:             | Zip:      |

GROWER MEMBER APPLICATION SIGNATURE

By signing below, you confirm you have read and agreed to all WWVWA by-laws on behalf of your business, and all provided numbers are accurate.

|   |        |
|---|--------|
| Name of individual completing application:    | Title: |
| Signature of applicant (electronic accepted): | Date:  |