



2009~ 2010

MEMBERSHIP BENEFITS

MISSION STATEMENT:

The Santa Maria Valley Wine Country, Inc., a non-profit, will work as a single community voice to elevate, protect and promote the premium wines of this historical, coastal growing region.

Why join the Santa Maria Valley Wine Country? Whether you own a winery, a restaurant, grow wine grapes or have another interest in the success of the Santa Maria wine industry, there are many good reasons to become a member of the Santa Maria Valley Wine Country (SMVWC). By becoming a SMVWC member, you will work in tandem with the Santa Maria Valley Chamber of Commerce, local businesses and other regional groups, in an effort to present the Santa Maria Valley winegrowing region as a viable part of a greater Santa Maria community.



General Membership & Patron Membership & Associate Winery
Associate Business & Corporate Membership

Membership Benefits for all Santa Maria Valley Wine Country
Members:

- **Marketing programs** that build awareness of Santa Maria as a premium wine region ultimately stimulating interest and demand for Santa Maria Valley wines and wine grapes;
- **Promotional programs** that attract tourists and generate traffic through the Santa Maria Valley Wine Country tasting rooms and businesses
- **Education and research** programs which help members to produce & promote the best quality product and give the best service possible.

GENERAL WINERY and GROWER MEMBERS, are eligible to participate in all SMVWC marketing and promotional programs. They are invited to pour at the SMVWC events as well as to advertise activities in event promotional materials. Each general member is given the opportunity to be represented in the SMVWC Wine trail map, and on the SMVWC Web site. Member wineries & vineyards are visited by important wine and travel writers recruited to the area by the SMVWC media outreach program. These visits frequently result in editorial coverage for the area and its wineries. Based on input from winery members, marketing programs are developed and refined on an ongoing basis by the SMVWC marketing committee. Another committee, the tasting room education committee, develops seminars to share ideas, foster referral business and educate tasting room staffs.

ASSOCIATE BUSINESS MEMBERS wishing to market their businesses to the Santa Maria Valley wine industry do so by placing inserts in the SMVWC quarterly newsletter, networking at member events.

ASSOCIATE WINERY MEMBERS will be invited to pour at media events and local tasting; all associate members will also have a link on the SMVWC Web-site. Associate members are important to the SMVWC because they sponsor and provide much of the volunteer energy needed to produce SMVWC events.

Associate members do business with Wine Industry members and therefore benefit indirectly by the added strength the SMVWC gives to the wine industry. There are four levels of Associate membership, the Patron, Winery, Business, and the Corporate Sponsor.

☞ Membership Categories ☞

WINE INDUSTRY

General Wine industry membership includes bonded wineries, wine tasting rooms, and wine grape growers located within the Santa Maria Valley Wine Country. Wine tasting rooms must be owned by a bonded winery, and be located within the Santa Maria AVA area as defined by the Bureau of Alcohol, Tobacco and Firearms (BATF).

Dues are assessed on an annual basis and are dependent upon the type of membership: vintner or grower. Vintners include wineries and wine tasting rooms. Yearly Dues vary depending on production & acreage levels- Please see enclosed membership application.

General Membership ~

- Semi -Yearly wine education for tasting room staff
- Full Website Listing and a link to your web-site
- Wine Trail Signage
 - 3 arrows provided with every new membership
- Wine label and listing in wine trail brochure
 - Distributed among 375 sites plus Pismo Beach and Oxnard California Welcome Centers
- Referral Systems
- Promotion at SMVWC Trade Booth
- Participation in on-going sommelier and other trade-member visits to Santa Maria Valley

- Carefully placed co-op advertisements in travel and lifestyle magazines, calling attention to Santa Maria Valley as the “authentic” wine country
- Submit wines for media visits by national and local travel, wine, food and lifestyle writers
- Wine Trail Signage

ASSOCIATE BUSINESS MEMBERS

The Associate membership program is designed for businesses or individuals who benefit by the success of the SMVWC and its wine industry members. Wine industry suppliers, community businesses, wine enthusiasts and those considering entering the wine industry are among our Associate members. There are four levels of Associate membership: the Patron, Winery, Business, and the Corporate Sponsor. Each level has its own set of membership benefits and corresponding annual dues.

ASSOCIATE WINE INDUSTRY The associate winery membership includes wineries not located within the Santa Maria Valley AVA who source fruit from the SMV AVA and wine bars/wine shops that carry Santa Maria Valley wines.

DUES

Associate Patron (Individuals) Benefits - Yearly Dues \$100.00

- Invitation to SMVWC sponsored events
- SMVWC wine trail map & member decal

Associate Winery* Benefits - Yearly Dues \$300.00

- Link on website
- Inclusion in Wine Trail Brochure
 - Distributed among 375 sites plus Pismo Beach and Oxnard California Welcome Centers
- User accounts for your staff to participate on the SMVWC Members-only website
- Submit wines for media visits by national and local travel, wine, food and lifestyle writers
- Participation in on-going sommelier and other trade-member visits to Santa Maria Valley
- Opportunity to submit articles and news for SMV WINES new blog: *On the Trail* (a Santa Maria Valley Wine Blog)

*includes Wine Bars and Wine Shops that carry Santa Maria Valley wines

Associate Business Benefits - Yearly Dues \$500.00

- Inclusion in the SMVWC Tasting Brochure with logo
 - Distributed among 375 sites plus Pismo Beach and Oxnard California Welcome Centers
- Logo & company profile (50 words) and Link on website
- User accounts for your staff to participate on the SMVWC Members-only website
- Referral Systems
- Opportunities for special packages, coupons and offers coordinated by the SMVWC throughout the year
- Invite to special tasting events & FAM tours
- Inclusion on Wine Trail Signage
 - Up to 3 arrows for every new membership
- Opportunity to submit articles and news for SMV WINES new blog: *On the Trail* (a Santa Maria Valley Wine Blog)

Corporate Membership Benefits - \$2500.00

- Inclusion in the SMVWC Tasting Brochure
 - Distributed among 375 sites plus Pismo Beach and Oxnard California Welcome Centers
- 1-Yearly wine education/tasting for staff
- User accounts for your staff to participate on the SMVWC Members-only website
- Link on website
- Referral Systems
- Promotion at SMVWC Trade Booth & at SMVWC Events
- Invite to special tasting events & FAM tours
- Inclusion on Wine Trail Signage
 - Up to 3 arrows for every new membership
- Opportunity to submit articles and news for SMV WINES new blog: *On the Trail* (a Santa Maria Valley Wine Blog)

NOTE: Companies unrelated to wine industry tourism may not be included in the Wine Trail brochure or Wine Trail Signage (e.g., health care, banks, etc.). Please check with a SMVWC representative to find out more details.