



2010 ~ 2011 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. We 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.

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
 - **Wine Trail Brochure:** 60,000 copies distributed at 375 sites in Santa Barbara and San Luis Obispo Counties, Pismo & Oxnard Welcome Centers (the 1st and 3rd busiest centers in the state)
 - **Website:** Listing and personal web page on smvwines.com; the leading website for Santa Maria Valley wine searches
 - **Blog:** Submit content for our “On the Wine Trail” blog. Increase your search optimization and send more people to your website
 - **Flip Video:** Film your events, interviews, etc. Edit them with the software included on the Flip Video, send to us and we’ll help you promote your videos!
 - **Newsletter:** our events newsletter keeps the public informed
 - **Social Media:** we participate on Facebook, Twitter, YouTube, Flickr and much more. Promote your company and events via our social media pages.

- ✦ **Promotional events and programs** that attract tourists and generate traffic through the Santa Maria Valley Wine Country tasting rooms and businesses
 - **Free Winery & Vineyard Walks** (April-October)
 - **The Chardonnay Symposium** (July 31st, 2010)
 - **Wine Christmas Passport** (first weekend in December)
 - **Holiday Weekend in Wine Country** (first weekend in Dec.)
 - **Trade shows, Media & Consumer Tastings**

- ✦ **Education programs** which help members to produce & promote the best quality product and give the best service possible.

- ✦ **Networking opportunities**
 - **Newsletters:** Include news about changes to your business, seminars, and more
 - **Meetings:** 3 monthly subcommittee meetings, open board meetings and 2 yearly General Membership meetings

☞ Membership Categories ☞

GENERAL WINERY and GROWER MEMBERS

General Wine industry membership includes bonded wineries, wine tasting rooms, and wine grape growers located within the Santa Maria Valley Wine Country. 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 the following Dues page for details.

- 🍇 Listing and personal webpage on the SMVWINES Web site
- 🍇 Wine label (for wineries) and full contact information in Wine Trail Brochure
- 🍇 Based on input from winery members, marketing programs are developed and refined on an ongoing basis by the SMVWINES marketing committee
- 🍇 Promote your winery events on our online calendar
- 🍇 No fees to pour during The Chardonnay Symposium
- 🍇 Opportunity to host monthly and General Meetings
- 🍇 Invitation to educational seminars for sharing ideas, fostering referral business and educating tasting room staff
- 🍇 Opportunity to participate in all media and event tastings

CORPORATE BUSINESS MEMBERS

Corporate memberships are available for corporations with several business locations. In addition to receiving the benefits listed below under the Association Business membership, corporate members receive exclusive event and newsletter marketing opportunities. Please inquire if you are unsure about which Business Membership is right for you.

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, professional services and community businesses are among our Associate Business members.

- 🍇 Market your business to the Santa Maria Valley wine industry, visitors, and local consumers
- 🍇 Network with local winery and business owners at any of our numerous monthly events
- 🍇 Opportunity to host General Meetings
- 🍇 Learn more about wine, attend our educational seminars

ASSOCIATE WINERY MEMBERS

The associate winery membership includes wineries not located within the Santa Maria Valley AVA who source fruit from the Santa Maria Valley AVA, alternating proprietors (e.g. wineries without tasting rooms located at custom crush facilities) and wine bars/wine shops that carry Santa Maria Valley wines.

- 🍇 Invitations to pour Santa Maria Valley wines at media events and local tastings
- 🍇 Listing and personal webpage on the SMVWINES Web site
- 🍇 Listing in Wine Trail Brochure
- 🍇 No fees to pour during The Chardonnay Symposium

☞ DUES ☞

General Winery

| | |
|-----------------------|-----------|
| Under 1000 cases..... | \$500.00 |
| 1000-2000 case..... | \$1000.00 |
| 2000-5000 cases..... | \$2000.00 |
| 5000+ cases..... | \$2500.00 |

General Grower

| | |
|---------------------|-----------|
| Under 10 acres..... | \$500.00 |
| 10-50 acres..... | \$1000.00 |
| 50-100 acres..... | \$1500.00 |
| 100 + acres..... | \$2500.00 |

Wineries & Growers: please pay the higher of the two if you are both a winery and a grower.

Corporate Benefits ~ \$2500.00

Associate Winery Benefits ~ Yearly Dues \$300.00

Associate Business Benefits ~ Yearly Dues \$500.00

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

Questions? Ready to enroll?

Please contact:

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