

The San Joaquin Valley Winegrowers Association is excited to introduce our partners to a completely revamped sponsorship program for 2020! As the years have progressed, the scope of the Association's activities has increased and membership has steadily grown. This creates new opportunities for our partners to interact and support the Association. It also gives our growers and vintners an opportunity to continually improve their businesses through their participation in our initiatives.

The most important change is FORUM participation. Previously Forum sponsorship was separate from all other sponsorship programs. Now the Forum is completely enveloped within our year-round partnership agenda. All activities for the calendar year have been included in the partnership levels enumerated in the packet. Another new addition is a contribution the scholarship program. Most partnership levels include an specified amount to be used to help students majoring in Viticulture or Enology.

After years of working with our existing and potential partners, we hope that our new program is both easier to understand, and provides concrete value at every level. Coinciding with this change is a complete reworking and roll out of our highly visited (and easy to find) website, www.IDRINKWINE.net. By redesigning the site and properly positioning its visibility, we can leverage the tremendous traffic it generates and allow it to become a web forum for our members, as well as a valuable asset-space for our partners reaching out to our members and the world.

Your time and support is invaluable to the continued growth and success of our Association. This yearly partnership drive is the most effective method for working with our partners. It allows us to lay the foundation for a successful year of meaningful activities for all of our stakeholders and their various needs.

We look forward to talking to you about our program and feel free to reach out to anyone in our organization, Board Member or Staff, to discuss our partnership program and how we can work together for you and your company's benefit.



2020 Partnership Levels	Cabernet	Zinfandel	Grenache	Syrah	Merlot
	\$9,000	\$6,500	\$4,500	\$3,250	\$1,500
Featured Event Sponsorship	ALL	ALL	5	3	1
Associate Membership	Included	Included	Included	Included	Included
1 Hour Event Presentation	Included	Included	+ \$500	+ \$500	+ \$500
1/2 Hour Event Presentation	Included	+ \$250	Included	Included	+ \$250
Forum Sponsorship	Included	Included	Included	+ \$1000	+ \$1000
• Speaking at Forum	Included				
• Information Table at Forum	Included	Included	Included	Inc. with upgrade	Inc. with upgrade
• Tickets to Annual Forum	8	6	4	2 Inc. With Upgrade	2 Inc. With Upgrade
• Tickets to Scholarship Dinner	8	6	4	1	
Scholarship Allocation	\$2,000	\$1,500	\$1,000	\$500	
Gift Basket Item Inclusion	Included	Included	Included	Included	Included
Social Media Highlights (Per year)	12	10	8	6	4
Logo on Association Homepage	Large	Large	Medium		
Logo on Association Webpage	Large	Medium	Medium	Medium	Small
Logo on Association E-Blasts	Large on Top	Large	Medium	Medium	Small
Logo on Association Mailing	Large on Top	Large	Medium	Medium	Small
Discount at Wineries*	10%	10%	10%	10%	10%
Tickets to Association Wine Tastings	6	6	4	2	
Website Feature Article	3 months	2 months	1 month		
Booth Space at Events	ALL	ALL	5	3	1

*Discount at participating San Joaquin Valley Winegrowers Association winery members.



Featured Event Sponsorship: We put on at least seven events per year; The Forum, San Joaquin Valley Wine Competition, The Research Roadshow and Educational Field Days (4), plus any other partnerships that come our way. Each partnership level includes a different number of events you would be a sponsor for. Your logo would be included on all mailings for that event, the program, and any slideshows put together. With your partnership form, please indicate which events you would like to sponsor at the beginning and we will take care of the rest.

Associate Membership: The value of an Associate Membership (\$450) will be applied to your membership.

Event Presentation: Send a representative to an event and they will be given the allotted amount of time to speak to our attendees. Tell them about new products/programs, upcoming sales, introduce a new member of your team. The time is yours. **Excludes The Forum as an event to speak at.

Sponsorship at 2020 Forum:

- **Speaking at Forum:** For the first time ever and only available to our top-level partners! You will be given time to speak during the 2020 Forum event.
- **Information Table at Forum:** You will receive one 6' table to display information from your company.
- **Tickets to the annual Forum:** Each partner will be allocated a specific number of comp tickets to our biggest event of the year.
- **Tickets to Forum scholarship dinner:** This dinner has become one of our biggest events of the year. As a partner you will receive tickets to the dinner. You will be able to share in some great wine and a meal prepared by our Executive Director; all while visiting with members in the industry.

Donation towards scholarship: Each year we award scholarships to students majoring in Viticulture and/or Enology. A portion of your sponsorship will go to fund the scholarships.



Gift basket donation: We want to help you market yourselves. Starting in 2020 we will be giving out gift baskets to new members and scholarship dinner attendees. Partners can contribute to this bag. Gift ideas include: hats, pens, stress balls, sticky notes, hand sanitizer, wine glass, koozies, lanyards. Anything you want our members to see and think of you.

Social Media highlights throughout the year: Let us know what's going on with you. Send us photos, or invite us out. We will post about you on Facebook and Instagram multiple times throughout the year. Each partnership comes with a different number of posts throughout the year.

Logo on Association website: The bigger the partnership, the bigger the logo. We will give our partners prime sections on our newly revamped www.idrinkwine.net

Logo on Association mailers: Throughout the year we send out multiple communications to our members and friends. Including, but not limited to event invitations, email blasts, and membership information. Your logo would be included on all communications we send out.

Discount at wineries: Each winery member will give partners a 10% discount on all purchases made at the winery during tasting room hours. With your partnership packet you will receive a card showing you are partner to receive the discount.

Tickets to Association Wine Tastings: In a continued effort to promote our members, we have rolled out a new event - Valley Vines Wine Tasting! This event happens multiple times a year at Tap and Cellar in Fresno. Winery members are given a location to come together and share their wine with the public. It has quickly become a great event that all attendees love.

Website Featured Article: An article provided by your company will appear on our home page for a dedicated period of time. We recommend selecting the months you prefer to be highlighted in advance. The article placement will be treated on a first come, first served basis.

Booth space at Events: An area will be provided for you to set up your own 10x10 booth space at the events you select to sponsor (excluding the San Joaquin Valley Wine Competition - this is a private event). You will have a chance to connect with attendees.

