

PCVA ASSOCIATE MEMBERSHIP PROGRAM



MISSION

To build and enhance mutually beneficial relationships within the region's leisure/recreation, tourism, hospitality and related industries for the purpose of:

- Referrals
- Partnerships
- Joint events/ventures
- Cross promotion and marketing
- Regional economic growth
- And the mutual enjoyment of good, quality, local wine!

ACCESS & EXPOSURE

\$20.4

MILLION

Total Economic Output
of the Placer County
Wine Industry

23

**COMMERCIAL
WINERY
MEMBERS**

4

**SIGNATURE
EVENTS**
per year

**EMAIL
LIST OF
OVER 7,000**

targeted lifestyle
consumers

9,000

**FOLLOWERS
ON SOCIAL
MEDIA**

(Facebook and
Instagram)

28,000

**UNIQUE
WEBSITE**
visitors annually

TYPES OF BUSINESSES WHO SHOULD JOIN

- Wine Industry Vendors
- Local businesses
- Tourism & Hospitality businesses
- Wine retailers
- Wine clubs
- Restaurants, hotels and resorts
- Wine enthusiasts & wine club members
- Elected city & county officials
- Cities, chambers of commerce, business districts, economic development groups
- Transportation companies
- Media outlets
- Specialty food producers
- Tour operators
- Wine accessories and gifts

ANNUAL MEMBERSHIP LEVELS (Feb-Feb)

INDIVIDUAL // \$300

SMALL BUSINESS // \$500

PLACER COUNTY

BEVERAGE INDUSTRY // \$500

INDUSTRY // \$1,000

RESERVE // \$2,500

BENEFITS

INDIVIDUAL // \$300

Designed for individuals & enthusiasts who want to support the local wine industry and the art of winemaking and wine and agriculture-related economic development in our region.

BRAND EXPOSURE

PCVA Website: Name recognition on PCVA website

Enewsletter: Name recognition on PCVA enewsletter footer

Optional - Social Media: Welcome/thank you post with photo

ACCESS

Event Tickets

Seasonal Events: 2 standard tickets to each PCVA sponsored Spring and Winter wine trail event.

Sips & Suds Summer Program: Access to 25% discount on Passport & BBQ Tickets

Attend Member Social/Networking Meetings: Opportunity to attend quarterly (4/year) member and sponsor social events with PCVA member wineries, associate members and sponsors

SMALL BUSINESS // \$500

Designed for businesses located in or conducting business in The Sacramento Region seeking exposure to the wine industry and wanting to support the art of winemaking and wine and agriculture-related economic development in our region.

BRAND EXPOSURE

PCVA Website: Business name and logo linked on PCVA website

Enewsletter: Business name and logo linked in bar on enewsletter footer

Social Media: 1 welcome/business intro, 1 business update (both to include logo, link to website, social tags, etc.)

PCVA PR

- Press Release or Eblast announcing Associate Membership drive/launch
- Press Release or Eblast (Quarterly) welcoming new Associate Members (also posted on website, social and included in enewsletter)

ACCESS

VIP Status at PCVA Annual Event(s)

Sips and Suds Summer Program: Up to 2 VIP Passports & BBQ event passes, VIP Parking at BBQ, xtra drink tickets at BBQ

Seasonal Events: 2 standard tickets to each PCVA sponsored Spring & Winter wine trail event

Attend Member Social/Networking Meetings: Opportunity to attend quarterly (4/year) member and sponsor social events with PCVA member wineries, associate members and sponsors

PLACER COUNTY BEVERAGE INDUSTRY // \$500

Designed for breweries, cideries or distilleries located in or conducting business in Placer County seeking exposure to and partnership with the local wine industry and wanting to support the art of producing craft beverage and related economic development in our region.

BRAND EXPOSURE

PCVA Website: Business name and logo linked on PCVA website

Enewsletter: Business name and logo linked in bar on enewsletter footer

Social Media: 1 welcome/business intro, 1 business update (both to include logo, link to website, social tags, etc.)

PCVA PR

- Press Release or Eblast announcing Associate Membership drive/launch
- Press Release or Eblast (Quarterly) welcoming new Associate Members (also posted on website, social and included in enewsletter)

ACCESS

VIP Status at PCVA Annual Event(s)

Sips and Suds Summer Program: Up to 2 VIP Passports & BBQ event passes, VIP Parking at BBQ, xtra drink tickets at BBQ

Seasonal Events: 2 standard tickets to each PCVA sponsored Spring & Winter wine trail event Attend Member

Social/Networking Meetings: Opportunity to attend industry or advocacy meetings where appropriate, that involve local, state or federal regulatory issues

Attend Member Social/Networking Meetings: Opportunity to attend quarterly (4/year) member and sponsor social hour at PCVA General Meetings attended by PCVA member wineries and other associate members or sponsors

INDUSTRY // \$1,000

Designed for companies interested in directly interacting with the Placer County wine industry. Perfect for wine industry vendors hotels, and tour and transportation companies looking to partner with wineries.

BRAND EXPOSURE

PCVA Website: Business name and logo linked on PCVA website

Enewsletter: Business name and logo linked in bar on enewsletter footer

Social Media: 1 welcome/business intro, 1 business update (both to include logo, link to website, social tags, etc.)

Association Signage and Advertisements: Logos included in footer bar on PCVA association signage & maps when available

Marketing and promotional/event materials opportunities: Opportunities to provide your industry-related service or product display at events where available

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PCVA PR

- Press release or eblast (quarterly) welcoming new Associate Members (also posted on website, social and included in newsletter)
- Media opportunities – inclusion in select broadcast segments and print interviews as opportunities become available

Data Sharing and Annual Report: Share valuable insights or demographics on PCVA or industry audience or industry with the sponsor to help them better target their marketing efforts

ACCESS

VIP Status at PCVA Annual Event(s)

Sips and Suds Summer Program: Up to 4 VIP Passports & BBQ event passes, VIP Parking at BBQ, extra drink tickets at BBQ

Seasonal Events: 4 standard tickets to each PCVA sponsored Spring & Winter wine trail event

Attend Member Social/Networking Meetings: Opportunity to attend quarterly (4/year) member and sponsor social events with PCVA member wineries, associate members and sponsors

RESERVE // \$2,500

1. All the benefits of Industry, plus...
2. One dedicated PCVA eblast per year with member ad or advertorial
3. 1 bottle of wine from each member winery per year (approximately 2 cases of wine)
4. Featured on our website for one month

Placer County Vintners Association (PCVA) was established in 2010, as a 501(c)(6) non-profit trade association, to promote the commercial wine industry in Placer County. Our members are commercial wineries with production size ranging from 300 cases/year to between 5,000-10,000 cases/year. PCVA actively hosts "The Placer County Wine Trail," a growing and popular leisure destination. The association also partners with the local community on charitable events and causes and strives to promote a positive business environment to support the growth and production of Placer County wines and wineries.

INTERESTED?

Contact Jocelyn Maddux,
placervintners@gmail.com for application
and consultation. 530.990.2505

