

# PCVA ASSOCIATE MEMBERSHIP PROGRAM



## PURPOSE

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!

## GET ACCESS & EXPOSURE

### PLACER COUNTY WINE TRAIL

YEARLY  
ECONOMIC  
OUTPUT  
**\$20+**  
million

EMAIL  
LIST  
**13,000+**  
subscribers

SOCIAL  
MEDIA  
followers  
**11,000+**

WEBSITE  
**50,000**  
page views

WEBSITE  
**28K** unique  
**15K** new

## TYPES OF BUSINESSES WHO SHOULD JOIN

- Wine Industry Vendors
- Local Businesses
- Tourism & Hospitality Businesses
- Breweries & Cideries
- Local Event & Festival Organizers
- Local Service Clubs
- Wine Clubs, Wine Bars & Wine Shops
- 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
- Custom Apparel & Promotional Merchandisers

## ANNUAL MEMBERSHIP LEVELS (Feb-Feb)

INDIVIDUAL // \$300

SMALL BUSINESS // \$500

COMMERCIAL VINEYARD,  
CRAFT BEVERAGE PRODUCER OR  
NON-PROFIT INDUSTRY EVENT // \$500

INDUSTRY // \$1,000

RESERVE // \$2,500

## BENEFITS

### INDIVIDUAL // \$300

*Designed for individuals and 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.

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

**Marketing:** Opportunities to speak at PCVA meetings, and to volunteer at PCVA events.

#### ACCESS

**Event Tickets:** 2 tickets to all PCVA Sponsored Events and 1 Sips & Suds Summer Passport.  
50% discount on purchase to any other PCVA Sponsored event in 2026.

**Attend Member Social/Networking Meetings:** Exclusive Invitation to attend two Industry Mixers per year (January & July) for PCVA member wineries, associate members, sponsors, local elected officials and policy influencers.

**PCVA Winery/Cidery Member Contact List**

**Discounts On Bottle Purchases At Participating Member Wineries** **NEW!!**

**Placer Wine Trail Vip Keychain** **NEW!!**

**Option to Purchase Dedicated Eblast for just \$350** **NEW!!**

### 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.

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

#### PCVA PR

- Eblast announcing Associate Membership drive/launch.
- Eblast promoting Associate Members (also posted on website, social and included in newsletter).

**Marketing:** Opportunities to speak at PCVA meetings, and to volunteer at PCVA events.

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## ACCESS

### VIP Status at PCVA Annual Event

**Event Tickets:** 2 tickets to PCVA Spring & Winter Trail Events, and 2 Sips & Suds Summer Passports.

**Attend Member Social/Networking Meetings:** Exclusive Invitation to attend two Industry Mixers per year (January & July) for PCVA member wineries, associate members, sponsors, local elected officials and policy influencers.

### PCVA Winery/Cidery Member Contact List

**Discounts On Bottle Purchases At Participating Member Wineries** NEW!!

**Placer Wine Trail Vip Keychain** NEW!!

**Option to Purchase Dedicated Eblast for just \$350** NEW!!

## COMMERCIAL VINEYARD, CRAFT BEVERAGE PRODUCER OR NON-PROFIT INDUSTRY EVENT // \$500

*Designed for regional events who would benefit from cross-promotion and breweries, cideries or distilleries who don't meet the PCVA's General Membership requirements or small or new commercial wine producers who do not have public tasting facilities or the ability to participate in PCVA events.*

## BRAND EXPOSURE

**PCVA Website:** Business name and logo linked on PCVA website.

**PCVA Eblast:** One dedicated eblast per year to PCVA Email List with member ad or advertorial.

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

### PCVA PR

- Eblast announcing Associate Membership drive/launch.
- Inclusion in yearly eblast promoting Associate Members.

**Marketing:** Opportunities to speak at PCVA meetings, and to volunteer at PCVA events.

## ACCESS

### VIP Status at PCVA Annual Event

**Event Tickets:** 2 tickets to PCVA Spring & Winter Trail Events, and 2 Sips & Suds Summer Passports.

**Industry Meetings:** Notice of industry/stakeholder meetings with Placer County Elected Officials and/or Placer County Staff or other industry leaders concerning regulatory compliance and economic development issues relevant to the business of local agriculture, tourism and alcoholic beverage sales in the region.

**Attend Member Social/Networking Meetings:** Exclusive Invitation to attend 2 Industry Mixers per year (January & July) with PCVA member wineries, other associate members, sponsors, local elected officials and policy influencers.

### PCVA Winery/Cidery Member Contact List

**Discounts On Bottle Purchases At Participating Member Wineries** NEW!!

**Placer Wine Trail Vip Keychain** NEW!!

**Option to Purchase Dedicated Eblast for just \$350** NEW!!

## INDUSTRY // \$1,000

*Designed for medium to large sized companies interested in directly networking with the Placer County wine industry. Perfect for wine industry vendors, tourism partners, business associations and individual businesses looking to partner with the PCVA and/or it's member wineries.*

### BRAND EXPOSURE

**PCVA Website:** Business name and logo linked on PCVA website.

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

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

#### PCVA PR

- Eblast promoting Associate Members (also posted on website, social and included in enewsletter).
- 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 that may assist in Associate Member marketing efforts.

**Marketing:** Opportunities to speak at PCVA meetings, and to volunteer at PCVA events.

### ACCESS

#### VIP Status at PCVA Annual Event

**Event Tickets:** 4 tickets to PCVA Spring & Winter Trail Events, and 2 Sips & Suds Summer Passports.

**Attend Member Social/Networking Meetings:** Exclusive Invitation to attend two Industry Mixers per year (January & July) for PCVA member wineries, associate members, sponsors, local elected officials and policy influencers.

**PCVA Winery/Cidery Member Contact List**

**Discounts On Bottle Purchases At Participating Member Wineries** **NEW!!**

**Placer Wine Trail Vip Keychain** **NEW!!**

**Option to Purchase Dedicated Eblast for just \$350** **NEW!!**

## 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).

*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](mailto:placervintners@gmail.com) for application  
and consultation. 530.990.2505



# ASSOCIATE MEMBERSHIP APPLICATION



☐ INDIVIDUAL // \$300

☐ COMMERCIAL VINEYARD, CRAFT  
BEVERAGE PRODUCER OR  
NON-PROFIT INDUSTRY EVENT  
// \$500

☐ INDUSTRY // \$1,000

☐ SMALL BUSINESS // \$500

☐ RESERVE // \$2,500

*All active members shall abide by the bylaws and rules of membership.*

*Membership is pro-rated annually and is automatically renewed unless notified of intent to cancel in writing.*

## COMPANY INFORMATION

Company Name \_\_\_\_\_ DBA \_\_\_\_\_

Ownership \_\_\_\_\_ Title \_\_\_\_\_

Ownership \_\_\_\_\_ Title \_\_\_\_\_

Ownership \_\_\_\_\_ Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Phone \_\_\_\_\_

Physical Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Phone \_\_\_\_\_

## CONTACT INFORMATION

Primary Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Secondary Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

List additional email addresses to be included on the PCVA Email List:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## QUESTIONNAIRE

Tell us about you or the business you represent. What would you like our member wineries to know about you? What are some special features of your company or organization you would like us to "highlight" when representing you or your business to the public.

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## INFORMATION FOR PLACERWINE.COM WEBSITE

Website URL \_\_\_\_\_ DBA \_\_\_\_\_

Social Media Handles \_\_\_\_\_ Title \_\_\_\_\_

Description for the placerwine.com Website (Approx 25 words)

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Would you like to host an open house, invite for a tour, and/or introduce yourself. Any additional suggestions, questions or comments?

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Signature of Owner \_\_\_\_\_ Date \_\_\_\_\_