



## PASO ROBLES WINE COUNTRY ALLIANCE 2012 ASSOCIATE MEMBERSHIP LEVEL BENEFITS

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### **MAGNUM - \$10,000**

#### **Brand/Business Exposure:**

- Half-page ad in Zinfandel Festival, Wine Festival and Harvest Wine Weekend Event Brochures (total circulation is 95,000 brochures)
- Half-page ad in Wine Festival Wine Country Auction & Dinner catalog
- Half-page ad in event Tasting Booklets (primary annual events where applicable)
- Logo recognition in event collateral at Magnum Partner level:
  - Zinfandel Festival Event Brochures
  - Wine Festival Event Brochures
  - Harvest Wine Weekend Event Brochures
  - Wine Festival Guides
  - Event Posters (Wine Festival, Zinfandel Festival, Harvest)
  - Event Tasting Booklets (primary annual events)
  - Wine Country Auction & Dinner Catalog
- National and regional print advertising campaign for primary annual events
- Signage with logo recognition at primary annual events where applicable
- Opportunity to provide product/service for events (Grand Tasting Tour, Zinfandel Festival, Wine Festival, CRAVE)
- Business listing in the Members Directory and Business listing on pasowine.com which receives 35,000+ unique visits each month
- Full page ad in the Members Directory with priority placement
- Six (6) advertisements in the Wine Country Alliance newsletter (sent bi-monthly)
- Priority insert placement in one (1) Wine Country Alliance newsletter
- Recognition as a Magnum Partner member on the Wine Country Alliance newsletter

#### **Website**

- Inclusion in one (1) event e-blast campaign – four (4) to six (6) direct to consumer advertisements - select from Zinfandel Festival, Wine Festival, Harvest Wine Weekend, CRAVE, Grand Tasting Tour or California Wine Month
- Website link and logo presence on the pasowine.com under organization partners
- Six (6) electronic banner advertisements on pasowine.com to run for one (1) month or 10,000 impressions, whichever is greater in length of time at pasowine.com
- Magnum Partner level hyperlink logo on pasowine.com on event partner page

#### **Magnum Partner Member Benefits**

- Four (4) Zinfandel Festival ZIP tickets and four (4) Wine Festival RESERVE tickets
- Subscription to the Wine Country Alliance newsletter (sent bi-monthly)
- Invitation to Wine Country Alliance member functions - educational seminars, annual barbecue, annual gala and bi-annual general membership meetings
- Window decal designating you as an Alliance member

- One (1) full set of hard copy mailing labels of Alliance members (per year)
- Offer and receive promotions/discounts exclusive to Alliance members

### **PASO PARTNER -\$5,000**

#### **Brand/Business Exposure:**

- Logo recognition in event collateral at Paso Partner level:
  - Zinfandel Festival Event Brochures
  - Wine Festival Event Brochures
  - Harvest Wine Weekend Event Brochures
  - Wine Festival Guides
  - Event Posters (Wine Festival, Zinfandel Festival, Harvest)
  - Event Tasting Booklets (primary annual events)
- National and regional print advertising campaign for primary annual events
- Signage with logo recognition at primary annual events where applicable
- Opportunity to provide product/service for events (Grand Tasting Tour, Zinfandel Festival, Wine Festival, CRAVE)
- Business listing in the Members Directory and Business listing on pasowine.com which receives 35,000+ unique visits each month
- Full page ad in the Members Directory
- Six (6) advertisements in the Wine Country Alliance newsletter (sent bi-monthly)
- Priority insert placement in one (1) Wine Country Alliance newsletter
- Recognition as a Paso Partner member on the Wine Country Alliance newsletter

#### **Website:**

- Website link and logo presence on the pasowine.com under organization partners
- Four (4) electronic banner advertisements on pasowine.com to run for one (1) month or 10,000 impressions, whichever is greater in length of time at pasowine.com

#### **Paso Partners Member Benefits:**

- Two (2) Zinfandel Festival ZIP tickets and two (2) Wine Festival RESERVE tickets
- Subscription to the Wine Country Alliance newsletter (sent bi-monthly)
- Invitation to Wine Country Alliance member functions - educational seminars, annual barbecue, annual gala and bi-annual general membership meeting
- Window decal designating you as an Alliance member
- One (1) full set of hard copy mailing labels of Alliance members (per year)
- Offer and receive promotions/discounts exclusive to Alliance members

## **CORPORATE - \$1,000**

Choose **One (1) out of Two (2)** of the following benefits:

\_\_\_ Two (2) Zinfandel Festival tickets (Events on March 17, 2012)

**OR**

\_\_\_ Two (2) Wine Festival tickets (Events on May 18 & 19, 2012)

In addition to:

- Two (2) electronic banner advertisements to run for one (1) month or 10,000 impressions, whichever is greater in length of time at pasowine.com
- Business listing in the Members Directory and Business listing on pasowine.com which receives 35,000+ unique visits each month
- Four (4) advertisements in the Wine Country Alliance newsletter (sent bi-monthly)
- Subscription to the Wine Country Alliance newsletter (sent bi-monthly)
- Invitation to Wine Country Alliance member functions — educational seminars, annual barbecue, annual gala and bi-annual General Membership meeting
- Window decal designating you as an Alliance member
- One (1) full set of hard copy mailing labels of Alliance members (per year)
- Offer and receive promotions/discounts exclusive to Alliance members

## **BUSINESS - \$750**

- One (1) electronic banner advertisement to run for one (1) month or 10,000 impressions, whichever is greater in length of time at pasowine.com

- Business listing in the Members Directory and Business listing on pasowine.com which receives 35,000+ unique visits each month
- Two (2) advertisements in the Wine Country Alliance newsletter (sent bi-monthly)
- Subscription to the Wine Country Alliance newsletter (sent bi-monthly)
- Invitation to Wine Country Alliance member functions - educational seminars, annual barbecue, annual gala and bi-annual General Membership meeting
- Window decal designating you as an Alliance member
- One (1) full set of hard copy mailing labels of Alliance members (per year)
- Offer and receive promotions/discounts exclusive to Alliance members

## **PATRON - \$500**

- Business listing in the Members Directory and Business listing on pasowine.com which receives 35,000+ unique visits each month
- One (1) advertisement in the Wine Country Alliance newsletter (sent bi-monthly)
- Subscription to the Wine Country Alliance newsletter (sent bi-monthly)
- Invitation to Wine Country Alliance member functions - educational seminars, annual barbecue, annual gala and bi-annual General Membership meeting
- Window decal designating you as an Alliance member
- One (1) full set of hard copy mailing labels of Alliance members (per year)
- Offer and receive promotions/discounts exclusive to Alliance members

### **Business Listing Classification of Associate Members**

Please select one (1) classification that most closely describes your type of business or service.

Please indicate this category when you complete your membership registration online at [www.pasowine.com/members/signup.php](http://www.pasowine.com/members/signup.php)

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|---|--|---|
| <input type="checkbox"/> Agricultural Chemicals               | <input type="checkbox"/> Export Services                     | <input type="checkbox"/> Nurseries                            |
| <input type="checkbox"/> Agricultural Services                | <input type="checkbox"/> Finance and Financial Services      | <input type="checkbox"/> Orchards and Ranches                 |
| <input type="checkbox"/> Architecture/Construction/Landscape  | <input type="checkbox"/> Florists                            | <input type="checkbox"/> Organizations                        |
| <input type="checkbox"/> Attorneys and Legal Services         | <input type="checkbox"/> Government                          | <input type="checkbox"/> Printing Services                    |
| <input type="checkbox"/> Automotive Dealers and Service       | <input type="checkbox"/> Graphic Design                      | <input type="checkbox"/> Real Estate and Related Services     |
| <input type="checkbox"/> Consultants and Specialists          | <input type="checkbox"/> Health Care                         | <input type="checkbox"/> Transportation and Trucking          |
| <input type="checkbox"/> Beverage Compliance                  | <input type="checkbox"/> Individual(s)                       | <input type="checkbox"/> Vineyard Consultants and Managers    |
| <input type="checkbox"/> Bottles/Packaging                    | <input type="checkbox"/> Insurance                           | <input type="checkbox"/> Vineyard Equipment/Supplies/Services |
| <input type="checkbox"/> Certified Public Accountants         | <input type="checkbox"/> Labor and Employment Services       | <input type="checkbox"/> Vineyards (Outside Paso Robles AVA)  |
| <input type="checkbox"/> Civil Engineering and Surveying      | <input type="checkbox"/> Irrigation and Related Services     | <input type="checkbox"/> Water and Water Conditioning         |
| <input type="checkbox"/> Computer Systems/Solutions           | <input type="checkbox"/> Laboratories                        | <input type="checkbox"/> Web Design and Development           |
| <input type="checkbox"/> Consumer Direct Shipping             | <input type="checkbox"/> Land Planning and Permitting        | <input type="checkbox"/> Wine and Wine grape Brokers          |
| <input type="checkbox"/> Economic Development                 | <input type="checkbox"/> Marketing/Public Relations Services | <input type="checkbox"/> Wine Distributors and Wholesalers    |
| <input type="checkbox"/> Educational Institutions/Education   | <input type="checkbox"/> Media Advertising/Sales             | <input type="checkbox"/> Wine Storage                         |
| <input type="checkbox"/> Energy and Petroleum                 | <input type="checkbox"/> Merchandise and Services            | <input type="checkbox"/> Winery Equipment/Supplies/Service    |
| <input type="checkbox"/> Equipment Sales and Rentals          | <input type="checkbox"/> Miscellaneous Services              |   |
| <input type="checkbox"/> Event Rentals, Services and Supplies | <input type="checkbox"/> Mobile Wine Bottling                |   |