



PASO ROBLES WINE COUNTRY ALLIANCE 2012 HOSPITALITY MEMBERSHIP LEVEL BENEFITS

The hospitality membership category is for businesses and individuals (not wineries or growers) who support Paso Robles Wine Country offering industry-related services for wine consumers. Hospitality associate members are an integral part of the Paso Robles Wine Country Alliance allowing the organization to represent all businesses benefiting from the growing wine industry. **Please select from three levels of membership and login to the Members Only page at www.pasowine.com/members to complete your member registration.**

HOSPITALITY PROMOTION - \$1,800

- Business listing (including business name, address, phone, fax, website and a brief description) in the 2012/2013 Paso Robles Wine Country Tour Brochure and placement on the Visitor's Directory Map – 95,000 copies
 - Business listing (including business name, address, phone and website) in event promotional materials:
 - Zinfandel Festival
 - Wine Festival
 - Harvest Wine Weekend
 - Business Listing at pasowine.com under *Plan Your Visit* with a 125 character and space limit in addition to business name, contact name, address, phone, fax, e-mail and website hyperlink - the website receives an average of 35,000 unique visitors per month
 - One (1) electronic banner advertisement to run on pasowine.com for one (1) month or 10,000 impressions, whichever is greater in length of time
 - Three (3) advertisements in the Wine Country Alliance newsletter (sent bi-monthly)
 - Advertise events on www.pasowine.com Wine Country Event calendar
 - Business listing in the Members Directory
 - Subscription to the Wine Country Alliance newsletter (sent bi-monthly)
 - Invitation to Wine Country Alliance member functions – educational seminars, annual barbeque, annual gala and bi-annual General Membership meetings
 - Window decal designating you as a Paso Robles Wine Country Alliance member
 - One (1) full set of hard copy mailing labels of all Alliance members (per year)
 - Booth Space in key Paso Robles Festivals Zinfandel Festival & Wine Festival providing the opportunity to sample and sell your product. Note: All Wine Alliance events feature Paso Robles AVA wines only (Note: available to Specialty Shops/Food/Wine Tasting and Olive Oil Producer Members Only).
- NEW** Benefit available to all Hospitality members
- Offer and receive promotions/discounts exclusive to Alliance members only
 - Receive \$100 cash back through the membership referral program

HOSPITALITY 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 at pasowine.com under *Plan Your Visit* (business name, contact name, address, phone, fax, e-mail and website hyperlink) – the website receives an average of 35,000 unique visitors per month
 - Two (2) advertisement in the Wine Country Alliance newsletter (sent bi-monthly)
 - Advertise events on www.pasowine.com Wine Country Event calendar
 - Business listing in the Members Directory
 - Subscription to the Wine Country Alliance newsletter (sent bi-monthly)
 - Invitation to Wine Country Alliance member functions – educational seminars, annual barbeque, annual gala and bi-annual General Membership meetings
 - Window decal designating you as a Paso Robles Wine Country Alliance member
 - One (1) full set of hard copy mailing labels of all Alliance members (per year)
 - Booth Space in key Paso Robles Festivals Zinfandel Festival & Wine Festival providing the opportunity to sample and sell your product. Note: All Wine Alliance events feature Paso Robles AVA wines only (Note: available to Specialty Shops/Food/Wine Tasting and Olive Oil Producer Members Only).
- NEW** Benefit available to all Hospitality members
- Offer and receive promotions/discounts exclusive to Alliance members only
 - Receive \$100 cash back through the membership referral program



HOSPITALITY PATRON - \$500

- Business Listing at pasowine.com under *Plan Your Visit* (business name, contact name, address, phone, fax, e-mail and website hyperlink)
- One (1) insert advertisement in the Wine Country Alliance newsletter (sent bi-monthly)
- Advertise events on www.pasowine.com Wine Country Event calendar
- Business listing in the Members Directory
- Subscription to the Wine Country Alliance newsletter (sent bi-monthly)
- Invitation to Wine Country Alliance member functions – educational seminars, annual barbeque, annual gala and bi-annual General Membership meeting
- Window decal designating you as a Paso Robles Wine Country Alliance member
- One (1) full set of hard copy mailing labels of all Alliance members (per year)
- NEW** Benefit available to all Hospitality members
 - Offer and receive promotions/discounts exclusive to Alliance members
 - Receive \$100 cash back through the membership referral program

Classified Directory of Hospitality Members

Please select one (1) classification that most closely describes your type of business or service. You will indicate this on your membership profile at www.pasowine.com/members/signup.php

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| <input type="checkbox"/> Bed and Breakfast Inn, Guest Cottages | <input type="checkbox"/> RV Resorts |
| <input type="checkbox"/> Hotels and Motels | <input type="checkbox"/> Specialty Shops/Food/Wine Tasting |
| <input type="checkbox"/> Historical Societies & Museums | <input type="checkbox"/> Touring |
| <input type="checkbox"/> Olive Oil Producers | <input type="checkbox"/> Vacation Rentals |
| <input type="checkbox"/> Recreation | <input type="checkbox"/> Vineyard Tours/Education |
| <input type="checkbox"/> Restaurants and Catering | |