



PASO ROBLES WINE COUNTRY ALLIANCE 2010 ASSOCIATE MEMBERSHIP LEVEL BENEFITS

The associate membership category is for businesses and individuals (not wineries, growers, hospitality or custom crush facilities) who support the Paso Robles Wine Region through a variety of related services. 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. As an Associate member, you are entitled to one set of hard copy mailing labels of Alliance members. Please contact the Alliance office to request these at 805.239.8463.

Please select from five levels of membership and login to the Membership Signup page at www.pasowine.com/members/signup.php to complete your Member Registration.

MAGNUM - \$10,000

- Logo recognition and ½ page ad in three event brochures
 - Zinfandel Festival – 25,000 copies
 - Wine Festival – 45,000 copies
 - Harvest Wine Weekend – 15,000 copies
 Each brochure has a 6-8 week shelf life
- Web site link and logo presence on the pasowine.com Web site under organization sponsors
- Four (4) electronic banner advertisements to run for one (1) month or 10,000 impressions, whichever is greater in length of time at pasowine.com - the Web site receives an average of 30,000 unique visitors per month
- Full page ad in Members Directory
- Four (4) Zinfandel Festival tickets and four (4) Wine Festival tickets
- Logo recognition at Zinfandel and Wine Festivals
- Entrance to VIP Lounge at Wine Festival
- Business listing in the Members Directory and Business listing on pasowine.com
- Six (6) insert 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

PASO PARTNER - \$5,000

Choose **Four (4) out of Five (5)** of the following benefits:

- ___ Logo recognition in three event brochures
 - Zinfandel Festival – 25,000 copies
 - Wine Festival – 45,000 copies
 - Harvest Wine Weekend – 15,000 copies
 Each brochure has a 6-8 week shelf life.
- ___ Web site link and logo presence on the pasowine.com Web site under organization sponsors
- ___ Four (4) electronic banner advertisements to run for one (1) month or 10,000 impressions, whichever is greater in length of time at pasowine.com - the Web site receives an average of 30,000 unique visitors per month
- ___ Full page ad in Membership Directory
- ___ Two (2) Zinfandel Festival tickets and (2) Wine Festival tickets

In addition to:

- Logo recognition at Zinfandel and Wine Festivals
- Entrance to VIP Lounge at Wine Festival
- Business listing in the Members Directory and Business listing on pasowine.com
- Six (6) insert 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

CORPORATE - \$1,000

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

- ___ Two (2) Zinfandel Festival tickets (Events on March 20, 2010)
- OR
- ___ Two (2) Wine Festival tickets (Events on May 21 & 22, 2010)

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 - the Web site receives an average of 30,000 unique visitors per month
- Business listing in the Members Directory and Business listing on pasowine.com
- Four (4) insert 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
- A discount of 60% off \$250 on additional newsletter insert advertisements

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 - the Web site receives an average of 30,000 unique visitors per month
- Business listing in the Members Directory and Business listing on pasowine.com
- Two (2) insert 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
- A discount of 60% off \$250 on additional newsletter insert advertisements

PATRON - \$500

- Business listing in the Members Directory and Business listing on pasowine.com
- One (1) insert 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
- A discount of 60% off \$250 on additional newsletter insert advertisements

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.

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