



## PASO ROBLES WINE COUNTRY ALLIANCE

### 2010 HOSPITALITY MEMBERSHIP LEVEL BENEFITS

The hospitality associate 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. As a Hospitality 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 two levels of membership and login to the New Member Signup page at [www.pasowine.com/members/signup.php](http://www.pasowine.com/members/signup.php) to complete your Member Registration.

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#### HOSPITALITY PROMOTION - \$1,800

- Business listing (including business name, address, phone, fax, Web site and a brief description) in the 2010/2011 Paso Robles Wine Country Tour Brochure and placement on the Visitor's Directory Map – 325,000 copies
- Business listing (including business name, address, phone and Web site) in three event brochures:
  - Zinfandel Festival – 25,000 copies
  - Wine Festival – 45,000 copies
  - Harvest Wine Weekend – 15,000 copiesEach brochure has a 6-8 week shelf life
- 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 Web site hot linked
- 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
- Three (3) insert advertisements in the Wine Country Alliance newsletter (sent bi-monthly)
- 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
- A discount of 60% off \$250 on additional newsletter insert advertisements

#### HOSPITALITY PATRON - \$500

- Business Listing at pasowine.com under *Plan Your Visit* (business name, contact name, address, phone, fax, e-mail and Web site hot linked)
- One (1) insert advertisement in the Wine Country Alliance newsletter (sent bi-monthly)
- 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
- A discount of 60% off \$250 on additional newsletter insert advertisements

### 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](http://www.pasowine.com/members/signup.php)

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| <input type="checkbox"/> Accommodations and Lodging Establishments | <input type="checkbox"/> Restaurants and Catering         |
| <input type="checkbox"/> Bed and Breakfast Inn, Guest Cottages     | <input type="checkbox"/> Specialty Shops and Wine Tasting |
| <input type="checkbox"/> Hotels and Motels                         | <input type="checkbox"/> Touring                          |
| <input type="checkbox"/> Olive Oil Producer                        | <input type="checkbox"/> Vineyard Tours/Education         |
| <input type="checkbox"/> Recreation                                |   |