

Why Join the Napa Valley Vintners?



napa valley vintners



We'll connect you with hundreds of members of the Trade and media and thousands of wine consumers every year...



Member Savings



WISE[®]
ACADEMY

Wine Industry Sales Education



We'll help you save money on wine shipping, travel, professional services, and industry education programs...



The NVV creates opportunities for you to give back to your local community...



And to protect future of the Napa Valley and the value the appellation brings to your wine brand.



All this and much more for as little as \$100 per month... membership won't break your bank!

NVV Marketing Programs



- Auction Napa Valley
- Premiere Napa Valley
- Taste Napa Valley
- Master Napa Valley
- Experience Napa Valley
- Website
- And many more...

Communications/PR

facebook®

Wine Spectator



The Symposium for
Professional Wine Writers at
Meadowood Napa Valley

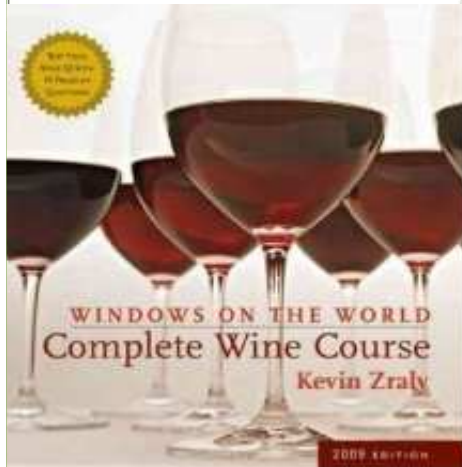
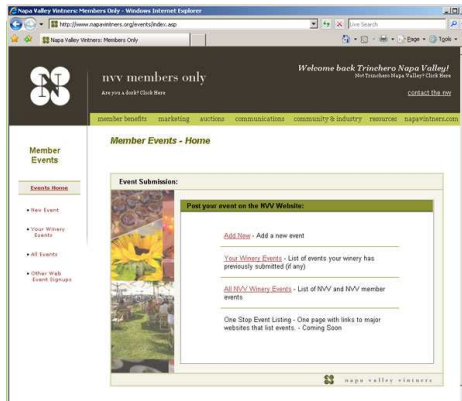


twitter

- Social media tools
- Expand reach and frequency for Napa Valley with story ideas
- Respond to media inquiries/refer to members
- Wine Writers and Food Writers Symposia

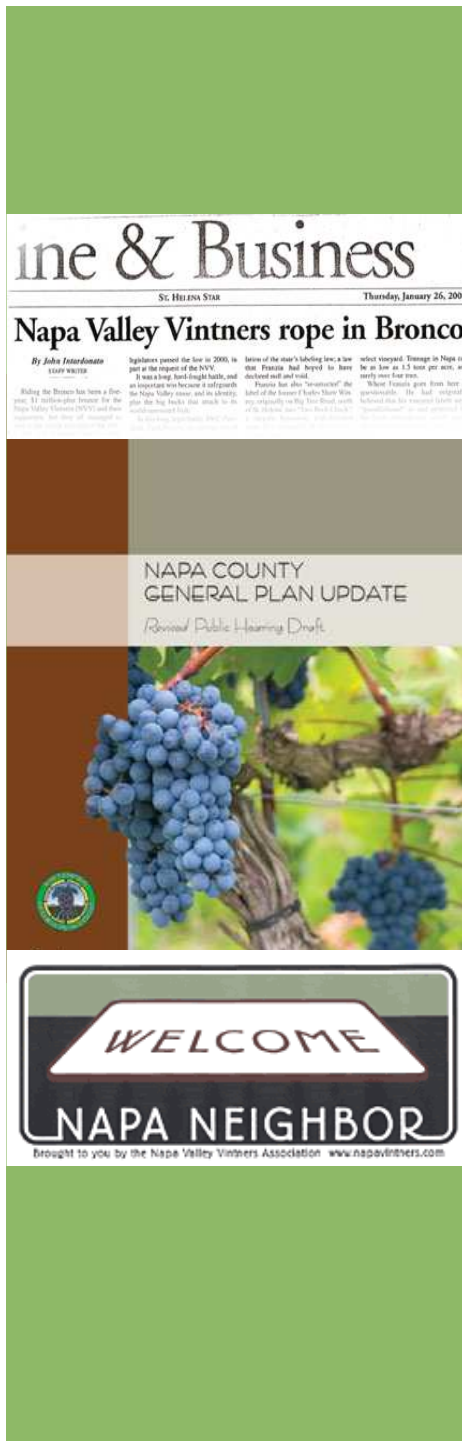
Resources

nvv daily blast



- *daily blast* e-mail
- Members Only website
- Research materials, brochures, reference books – nearly 100 offerings available online

Community & Industry



- Protecting the Napa Valley name
- Advocating issues of importance
- Community outreach/perception
- Napa Neighbor
- Napa Green Certified programs
- Adopt-a-School

For You and Your Staff



- Networking
- Low-cost education programs
- Socializing
- Product and service discounts

OK, how much?



All of these benefits...it must be really expensive to be a member of the NVV!



What does it really cost?

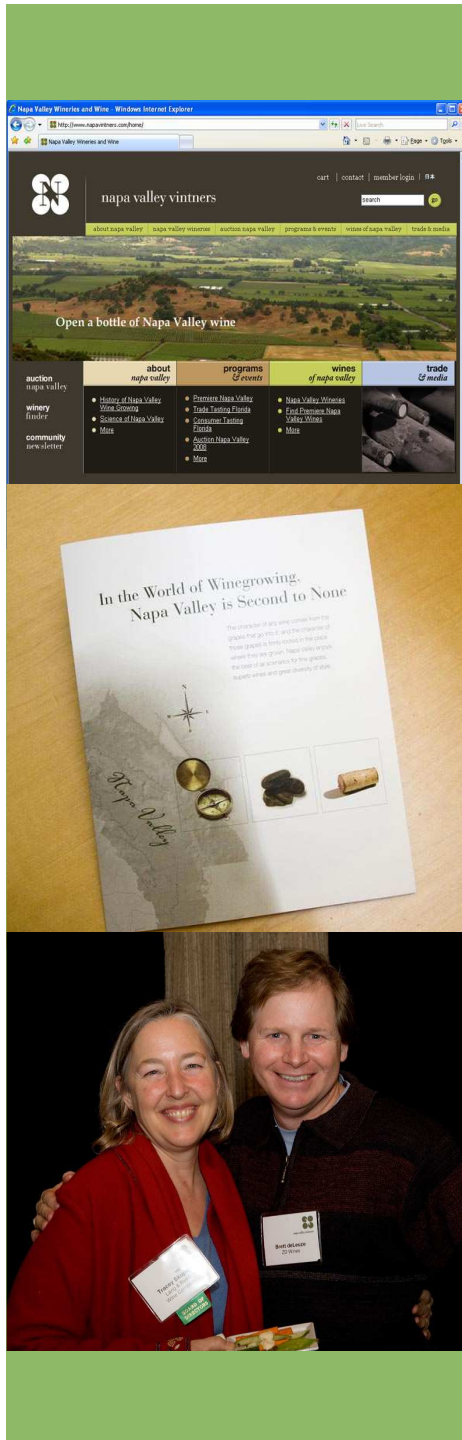
- One-time initiation fee (\$500 to \$1,500)
- Monthly dues starting at \$100
- 5 cases (Premiere) **OR** \$500 (Auction) annual wine donation

- Optional participation: user-pay fees and wine donations for some programs

Numerous benefits included*

- Napa name protection/brand premium (\$34,000+)
- Resources and research (\$20,000)
- Community relations (\$5,000+)
- Website listing (\$3,500+)
- Education/networking (\$3,500+)
- Printed map listing (\$500)
- Industry issues/lobbying (\$5,000-\$20,000)

**Annual values of member benefits as determined by MKF Research report, "The Value of Membership in Napa Valley Vintners," printed September 2007.*



Who can join?



- Brand owner producing Napa Valley appellation wine in Napa County
- Wine must be in marketplace for six months prior to application
- 02 or 17/20 licensees welcome
- No winery or land ownership requirement

How do I get started?

- Complete the application
- Send to NVV with initiation fee
- Board of Directors review
- Monthly dues invoiced when your membership starts

***Enjoy the benefits of
membership – join the NVV
today!***



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