



napa valley vintners

**Our Promise: We bring value to your brand by elevating Napa Valley's reputation for quality and excellence.**

Here are some tangible benefits you receive by virtue of your membership:

- Appellation marketing efforts on behalf of the entire AVA
  - Our work with key audiences, including wine writers, lifestyle media, professional wine organizations, members of the wine trade and consumers, is designed to keep the appellation fresh and relevant in the minds of wine drinkers and benefit every wine with Napa Valley on its label. We engage these audience through:
    - Experience programs where we bring targeted groups into the valley for educational experiences including Premiere Napa Valley, Auction Napa Valley, Sommelier Napa Valley, our Experience Napa Valley programs and trade boot camps, and The Symposium for Professional Wine Writers
    - Programs where we take the Napa Valley to markets around the country and the world such as international Taste trips, our presence at major international trade fairs and visits to markets around the United States
    - The relationships that we build and maintain with key influencers
    - Our websites (napavintners.com, auctionnapavalley.org, premierenapawines.com and other microsites), which engage and educate consumers and members of the wine trade and media
    - Professional marketing materials that help us tell the Napa Valley story
- Advocacy efforts on behalf of the Napa Valley appellation including
  - Protecting the Napa name from misleading use
  - Protecting the Napa County Agricultural Preserve
  - Being the recognized voice of the industry to local, state, national and international policy makers while giving members exclusive opportunities to interact with policy makers
- Commitment to our Community
  - Investments of Auction funding in our nonprofit partners (made possible by members' generous donations to Auction Napa Valley)
    - In 2018, Auction funding touched the lives of 100,000 clients of our nonprofit partners; since 1981 we have given more than \$195 million to our community
  - Involvement in finding solutions to community issues that affect our quality of life such as transportation, water and development
  - Community programs such as Napa Neighbor, Adopt-a-School, and Afternoon in the Vineyards
- Networking, education and collaboration opportunities including
  - Our yearly startup Annual Meeting
  - Our annual Vintage Celebration
  - Committee meetings that give you a voice in the organization
- 143 different programs providing opportunities for you to promote your wines through endeavors like Michelin Summit, Taste Napa Valley Quebec, tastings with Wine Advocate and James Suckling and many more.

In addition to these many marketing opportunities, NVV's membership programs provided:

- More than 2,500 vintners 52 member-education programs including our Napa Valley Sales Summit, winemaker technical training, Brotemarkle Davis financial workshops, Emergency Preparedness seminars and our newly-updated Napa Valley Rocks Certification.
- Camaraderie for more than 300 vintners who shared a glass of wine with their colleagues at our annual Winemakers Tasting and Vintage Celebration at Robert Mondavi Winery.
- Social networking for nearly 800 employees of member wineries via the [NVV members-only Facebook group](#).