



napa valley vintners

Membership Value-Benefits

The NVV promotes and protects the Napa Valley AVA world-wide, which benefits any winery that places Napa Valley on its label. Our work allows you to capitalize on Napa Valley's reputation for quality and excellence and collectively allows our appellation to maintain its position as America's leading wine region and a leading wine region worldwide.

Below you'll find some of the tangible benefits you receive by virtue of your membership in the association:

- 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
 - Exclusive opportunities to talk to and hear from policy makers
- Networking and collaboration opportunities including
 - Four general membership meetings covering topics relevant to your winery (one complimentary lunch admission)
 - Our annual vintner Harvest Kick-off Party (one complimentary admission)
 - Our annual Vintner Holiday Party (one complimentary admission)
 - Additional networking events and roundtable discussions
 - Committee meetings providing information and input on relevant and timely topics
- Appellation marketing efforts on behalf of the entire AVA
 - Promotions in and out of the valley and around the world meant to spread the Napa Valley message and keep the appellation fresh and relevant to wine buyers and drinkers
 - Media opportunities that benefit the appellation as well as individual brands
- Exclusive opportunities to showcase your wines to key influential groups including
 - High-end consumers and wine media at Auction Napa Valley
 - Select members of the wine trade and media at Premiere Napa Valley
 - Established and emerging wine media through programs like the Symposium for Professional Wine Writers and our relationships with many wine publications
 - Your winery's presence on our public website which receives thousands of visits annually and referrals to your website
- Philanthropic and community goodwill derived from
 - Distribution of Auction funding to Napa County nonprofits (made possible by members' generous donations to Auction Napa Valley)
 - Community programs such as Napa Neighbor, Adopt-a-School, Morning in the Winery and Afternoon in the Vineyards
- Resources including Napa Valley Rocks training, market research, our annual member directory, member communications, industry publications and more.

Your membership provides access to other opportunities for additional fees to cover costs

- International Ambassadors Program

- Additional marketing programs aimed at select trade, media and consumer groups
- Education and training for you and your winery employees including executive-level workshops on leading industry issues, Responsible Beverage Service, Safe Food Handling, Napa Valley Hospitality Boot Camp and more than a dozen other programs each year
- Wine quality and environmental programs that keep Napa Valley at the forefront of sustainability
- Professionally produced Napa Valley appellation collateral materials