



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
- Exclusive opportunities to participate in and showcase your wines to influential audiences through our programs as mentioned above
 - In 2014 alone, we offered members 300 opportunities to promote their brands including access to 3,400 members of the trade, 365 members of the media and more than 10,000 consumers; we exposed members to nearly 435,000 unique visitors to our public website, with 250,000 browsing the Napa Valley Wineries section where members have listings with links to their websites
- 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 2014, we granted \$22 million to support the community; we've given more than \$145 million since 1981
 - 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, Morning in the Winery and Afternoon in the Vineyards
- Networking, education and collaboration opportunities including
 - Four membership meetings
 - Our annual vintner Harvest Kick-off Party
 - Our annual vintner Holiday Party
 - Committee meetings that give you a voice in the organization
 - Education, resources and additional networking opportunities for you and your employees
 - In 2014 we offered 35 educational opportunities