

SLO VINTNERS

san luis obispo vintners association

Dear Friends of SLO Vintners,

Thank you for your interest in joining the San Luis Obispo Wine Region as an associate member. Following is the information regarding San Luis Obispo Vintners Associate Memberships. We are excited for what the 2011 year brings our way, our association's membership is at an all time high and continues to grow along with our annual events attendance. We now have over 30 member wineries, and are entering year two with a brand new board of directors. The energy in the association and in our industry is at an all time high, as we round out our 21st year of our Association's Annual Events.

As an association we are always looking for ways to improve our membership and networking. ***We just kicked off this year more added benefits for you. You will be included in many winery mixers, have to opportunity to present your business in front of our winery members, and be invited to a Grand Annual Wine & Food Event to Celebrate YOU!*** In 2011 our newest feature for members will be an associate member platform opportunity, where you can have 10 to 15 minutes of our membership's time to tell us all about you and your business. We truly appreciate your support, as together this is how we increase exposure to our region and all that it has to offer.

I have enclosed a summary of benefits for you to look at along with the application for membership to fill out and return. Please feel free to contact us with any questions. We look forward to having you as an associate member in our organization!

Sincerely,

Becky Gray

Executive Director of SLO Vintners

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2011 Associate Membership Levels

\$3,500 – “Supreme SLO” Membership

- Invitation to SLO Vintner’s Annual Associate Member Social Event with all member wineries
(*\$ value= priceless!*)
- Invitation to a variety of monthly mixers at our tasting room throughout the year
(*\$ value = priceless!*)
- Platform opportunity at SLO Vintners Membership Meeting in 2011.
- One **Free** Ad Space in our Popular “San Luis Obispo Wine Country Guide” (*\$550 Value*)
- Website Branding – (*\$600 Value*)
 - Logo with Link on our Home Page – www.slowine.com
 - Listing with link under Visitors Section “Stay, See, Eat in SLO”
 - Listing with description under associate members with link to your website
 - Free Website Tower Ad in sidebar on slowine.com (any page of your choice, first come first serve)
- Email Branding – (*\$ value = priceless*)
 - Logo on all email blasts or e-newsletters sent out by the association (monthly e-newsletter sent to member wineries, bi-annual e-newsletter sent to associate members, other e-blasts sent out to promote events).
- Event Branding – (*over a \$3000 Value – sponsorship = \$1500 + event tickets = \$1580*)
 - Recognized as a premier event sponsor
 - Logo or Business Name mentioned on 2 event brochures (Harvest Celebration & ROB)
 - Complimentary 1 page business advertisement in Festival Programs
 - 8 complimentary tickets to “futures tasting” at Harvest Celebration Event
 - Private Table for 8 at Harvest Celebration Grand Tasting & Auction in Avila Beach
 - 8 complimentary tickets to the annual Roll out the Barrels Event in the spring (includes tickets to our popular Barrels in the Plaza event as well as the weekend Passport to Wine Country event).

\$1,500 – “Supporter of SLO Wine” Membership

- Invitation to SLO Vintner’s Annual Associate Member Social Event with all member wineries
(*\$ value= priceless!*)
- Invitation to a variety of monthly mixers at our tasting room throughout the year
(*\$ value= priceless!*)
- 50% off Ad Space in our Popular “San Luis Obispo Wine Country Guide” (*\$225 value*)
- Platform opportunity at SLO Vintners Membership Meeting in 2011.
- Website Branding – (*\$ value= priceless!*)
 - Listing with description under associate members with link to your website
- Email Branding - (*\$ value= priceless!*)
 - Opportunity to place Logo on 2 e-newsletters sent out monthly to our members

- Event Branding – (*over a \$1500 Value – sponsorship = \$500 + event tickets = \$1020*)
 - Business Name mentioned on 2 event brochures (Harvest Celebration & ROB)
 - 50% off business size advertisement in Festival Programs (*\$250 value*)
 - 6 complimentary tickets to Harvest Celebration Event (*\$510 value*)
 - 6 complimentary tickets to the annual ROB event in May (*\$510 value*)

\$500 – “Savor the SLO Life” Membership

- Invitation to SLO Vintner’s Annual Associate Member Social Event with all member wineries (*\$ value= priceless!*)
- Invitation to a variety of monthly mixers at our tasting room throughout the year (*\$ value= priceless!*)
- 20% off Ad Space in our Popular “San Luis Obispo Wine Country Guide” (*\$110 value*)
- Website Branding – (*\$ value= priceless!*)
 - Listing with description under associate members with link to your website
- Event Tickets – Choose your 4 event tickets from one of the following events below, or 2 from each: (*\$340 value*)
 - 4 complimentary tickets to Harvest Celebration Event in November
 - 4 complimentary tickets to the annual spring event weekend (including Barrels in the Plaza, and Passport to Wine Country)

\$250 – “Sip the SLO Life” Membership

- Invitation to SLO Vintner’s Annual Associate Member Social Event with all member wineries (*\$ value= priceless!*)
- 10% off Ad Space in our Popular “San Luis Obispo Wine Country Guide” (*\$55 value*)
- Website Branding – (*\$ value = priceless!*)
 - Listing under associate members
- Event Tickets – Choose your 2 event tickets from one of the following events below: (*\$170 value*)
 - 2 complimentary tickets to Harvest Celebration Event in November
 - 2 complimentary tickets to the annual spring event weekend (including Barrels in the Plaza, and Passport to Wine Country)

**Associate Membership Application
San Luis Obispo Vintners 2011**

*Associate Memberships are not voting members of the San Luis Obispo Vintners Association.
Membership begins upon payment of dues.*

Please Sign Me Up for the Following:

- \$3,500 – “Supreme SLO” Membership**
- \$1,500 – “Supporter of SLO Wine” Membership**
- \$500 – “Savor the SLO Life” Membership**
- \$250 – “Sip the SLO Life” Membership**

Organization _____
Name _____
Title _____
Address _____
City, State, Zip _____
Daytime Phone _____
Evening Phone _____
Fax _____
Email _____
Website _____
Signature _____

Referred by: _____

Advertising Your Products or Services

Associate Members have the opportunity to promote their products or services through our events, publications and advertisements. Contact us at 805-541-5868 for more information.

Mail to: San Luis Obispo Vintners

Attn: Becky Gray

Mail to: 5828 Orcutt Road, San Luis Obispo, CA 93401

Phone 805-541-5868 Fax 805-434-9380

Email: becky@slowine.com Web: www.slowine.com

Please include this form and make check payable to: San Luis Obispo Vintners

Method of Payment:

Check # _____ Credit Card Type Visa Master Card American Express

Credit Card Number _____

Expiration Date _____

Name on Card _____

Signature _____

