



Dear Prospective MCVGA Associate Member:

We would like to present you with an exciting opportunity to participate in the Monterey County Vintners & Growers Association (MCVGA). MCVGA's Associate Membership is now comprised of nearly 175 members! There are several benefits to your membership that we would like to share with you.

SALES OPPORTUNITIES: As an Associate Member, your company is featured in our Annual Buying Guide and Directory. This is the "go-to" resource tool for our members to purchase products and services that support the 200 vineyards and over 100 brands which comprise Monterey Wine Country. The Guide helps our General Members in their day-to-day business practices. For hospitality needs, the Guide is also the tool for making decisions when members are entertaining clients and potential customers. In addition, the MCVGA website is heavily viewed and all Associate Members are profiled on the Community page.

Hospitality partners are also showcased on the Touring & Traveling pages. This provides Associate Members direct sales opportunities for wine tourists and locals that use the MCVGA site as a resource to plan their leisure activities. The leads generated from this benefit more than substantiates the investment.

NETWORKING OPPORTUNITIES: The viticulture industry is known for their ability to not only host productive events that are good forums for establishing or re-engaging business relationships, but to also do it in a fun way. From member-only BBQs to wine tastings, to private activities in vineyards, being an Associate Member of MCVGA allows you access to some of the most entertaining private wine events in the County:

- MCVGA Annual Member Kick-Off Event – February 16, 2012
- MCVGA Winery Walk – June 2, 2012
- MCVGA Golf Tournament – May 14, 2012
- MCVGA Associate Member Trade Fair and Annual Member BBQ – July 13, 2012
- Winemakers' Celebration – August 11, 2012
- Best of the Blue wine tasting – November 10, 2012

DISCOUNTS ON WINE PURCHASES: As an Associate Member, you are also included in our "Friends and Family" Associate Member discount club. All of the special discounts are listed on the discount page in this package. We are also pleased to include you in our Wine Partner Program gift card for 2012 – you'll get to enjoy a \$15 gift card and 15% off your same day purchase at select wineries. This is a great perk for vendor and customer gifts, recognizing employees, or office functions. *With discounts like these, becoming an MCVGA Associate Member is an easy choice for both your business and the wine lover in you!*

As you can see, an Associate Membership with MCVGA is a cost effective business tool that provides valuable benefits. Enclosed you will find an Associate Member Application that will provide the information needed to select your level of sponsorship.

Should you have questions about MCVGA or the Associate Member Program, please contact our Associate Member Manager, Carolyn Woodhall at 831-375-9400 or cwoodhall@montereywines.org.

Associate Members provide MCVGA with valuable community, philosophical, and financial support in promotional activities crucial to the development of consumer recognition and the growth of Monterey County's wine industry, grape industry and bringing wine tourism to Monterey. MCVGA is a non-profit c6 trade organization.