



Associate Members Benefits 2018

		Wine Country Partners	Connoisseurs	Platinum	Gold	Silver*
		\$10,000	\$5,000	\$995	\$495	\$295
Events	Complimentary tickets to Annual Winemakers' Celebration	8 VIP	4 VIP	2 VIP	2	
	Complimentary entry: Monterey Trade Tasting	10	6	2		
Share Information	Opportunity to offer workshop at member activity/event (where appropriate match)	0	0	0		
	Provide article for Vintner & Grower Member Newsletter (sent bi-monthly)	8	5	2		
	Opportunities to participate on Marketing or Event Planning Committees	0	0	0	0	0
Networking Opportunities	Invitation to Annual Meeting , All Members Varietal Tasting, & other industry events	0	0	0	0	0
	Tickets to the Members BBQ	16	12	6	4	2
Online Marketing Opportunities	Premier logo presence & link on montereywines.org	0	0	0		
	Electronic banner advertisements on montereywines.org to run for one (1) month or 10,000 impressions, whichever greater	4	2			
	Name & link listed on website	0	0	0	0	0
	Listing in online Members Directory	0	0	0	0	0
Sponsorship Opportunities	Premier logo & link on lead banner for daily Weather Report (Daily growers email)	0				
	Logo & link on daily Weather Report	0				
Brand Exposure	Branded recognition in key event collateral	0	0			
	Branded recognition in the Vintner & Grower Member Newsletter	0	0			
	Branded recognition in Associate Member Update	0	0			
	Branded recognition in e-mail communications to consumer database	0				
	Opportunity to promote discounted or complimentary services to membership (i.e. 30 minutes free consultation every quarter to winery/grower members)	0	0	0	0	0
	Your business featured in one-on-one meetings with targeted Vintners &	0	0			

* New silver memberships discontinued in 2017
Those with ongoing membership in 2016 are grandmothers in at this level