



APPLICATION FOR GENERAL MEMBERSHIP
MONTEREY COUNTY VINTNERS & GROWERS ASSOCIATION

GENERAL BUSINESS INFORMATION:

BUSINESS NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

WEBSITE _____

CONTACT INFORMATION:

MAIN CONTACT

NAME _____ EMAIL _____ PHONE _____

GRAPE GROWER CONTACT

NAME _____ EMAIL _____ PHONE _____

MARKETING CONTACT

NAME _____ EMAIL _____ PHONE _____

WINEMAKER CONTACT

NAME _____ EMAIL _____ PHONE _____

INTERNATIONAL CONTACT

NAME _____ EMAIL _____ PHONE _____

MEMBERSHIP DUES ASSESSMENT:

Dues are variable dependent upon your business operations and production level. Using the following formula, calculate your annual dues by adding, where applicable, (1) your acres, (2) case goods, (3) crushing facilities and 4) tasting rooms.

(1) Monterey County Acres

SUBTOTAL

All Non Bearing Acres (first three years) _____ acres at \$2.20 per acre = \$ _____

All Bearing Acres (fourth year +) _____ acres at \$4.57 per acre = \$ _____

(2) Case Goods - prior year annual production of the following

- All Monterey County wines, or sub-appellation therein
- All California wines, or sub-appellation therein, that are produced (fermented & aged) and/or bottled in Monterey County and/or sourced (grapes or bulk wine) from Monterey County.

ONLY PRODUCTS THAT HAVE BEEN PAID FOR UNDER THIS DUES STRUCTURE MAY BE PROMOTED AND/OR POURED AT MCVGA EVENTS.

Case Good Production: _____ cases at \$0.17/case = \$ _____

(3) Crushing Facilities - prior year annual crushing, where crushing is the primary business operation (not applicable if you also grow grapes or produce wine)

_____ tons at \$0.17/ton = \$ _____

SUBTOTAL of DUES (acres plus cases plus crushing) \$ _____

Annual Dues Minimum \$825 and Maximum \$24,200 - See below for additions

(4) Tasting Room Program Membership - only one fee per member, even if multiple locations exist

- \$500 per member for inclusion in special promotional efforts, directories, online event calendar and directory updates, and maintenance of any applicable wine trail signage.

\$ _____

(Note: Even if you fall into the minimum or maximum category, this fee is in addition to your dues)

TOTAL DUES \$ _____

PAYMENT OPTIONS BY CHECK OR CREDIT CARD (choose one)

- One payment in full by January 1
- Three equal payments, each due on the following dates (automatically charged to your credit card):
 - January 1 • March 1 • June 1

Payments are accepted by credit card or check. Call **831.236.0831** to pay by credit card or make checks payable to **Monterey County Vintners & Growers Association** and mail with completed application to the address at the bottom of the page.

WINE PRODUCERS PLEASE LIST BRANDS PAID FOR UNDER THIS DUES STRUCTURE AND INDICATE LABEL DESIGNATION (Monterey, Central Coast, AVA, etc.):

1.	_____	2.	_____
3.	_____	4.	_____



MCVGA PROMOTION OF PRODUCT DETAILS AND WINERY CONTRIBUTION GUIDELINE

MCVGA PROMOTIONAL GUIDELINES: The following guidelines will be used for the promotion of products at MCVGA events, in MCVGA marketing materials, or in wine shipments.

Only products that have been paid for under the dues structure can be promoted by the MCVGA.

- Monterey County wines, or sub appellation therein, may be promoted at all MCVGA events.
- California wines, or sub appellation therein, that are produced (*fermented & aged*) and/or bottled in Monterey County may be promoted at MCVGA consumer, media and trade events.
- Only Monterey County wines, or sub appellation therein, may be sent in the wine shipment program, educational seminars, outside of Monterey County trade events, and designated appellation promotions.

In order to make sure that we are accurately and effectively promoting you as an MCVGA member, please make sure we have the following.

☐ **COMPANY INFORMATION:** So we can accurately represent you, please make sure we have complete information on your contacts, location, vineyards, tasting rooms, varietals, brands, etc. Remember to let us know if there are any changes in the future.

☐ **LOGO:** Winery members must submit current black and white and color logos for marketing purposes. Grower members are encouraged, but not required, to do the same. This can be emailed to Tina@MontereyWines.org no later than January 31. The logo you submit will be used for marketing materials, events, etc.

☐ **MCVGA WINERY CONTRIBUTION:** Winery membership includes a contribution of 1.5 cases of wine. Wines are used for media, sponsors, and annual event programs. This contribution alleviates the need for wine requests throughout the year.

Thank you for your membership! It is a pleasure to include you in the Monterey County Vintners & Growers Association. If you have any questions, please contact us:

KIM STEMLER, Executive Director
Kim@MontereyWines.org
831.915.6621 (MOBILE)