



Russian River Valley Winegrowers Winery Benefits

THE MISSION OF RUSSIAN RIVER VALLEY WINEGROWERS

Over the last few years, Russian River Valley Winegrowers has continued to invest in the future of our AVA by finding strategic, new partnerships and additional funding sources to minimize the out-of-pocket expense of our membership and grow recognition and notoriety of Russian River Valley.

We are the current recipients of a Value-Added Producer Grant from the USDA and recently invested in a grant proposal for a CDFA Specialty Crop Block Grant. None of this would be possible without the support and dedication of our membership.

Through the stories of our growers and wineries, we can continue to promote Russian River Valley as a premium winegrowing to trade, media and consumers on a local, national, and international scale.

More than ever, the Russian River Valley winegrowing community keeps a united front that will help us to be top of mind when consumers are selecting a bottle of wine. Thank you for helping to make Russian River Valley what it is today.

0-5 Tons	\$400
6-25 Tons	\$500
26-100 Tons	\$750
101-250 Tons	\$1500
251-500 Tons	\$2500
501+ Tons	\$4000

If you are a grower and winery within Russian River Valley, we encourage you to join as a dual member for an additional \$100 annual fee. Membership is billed annually and valid for one calendar year.

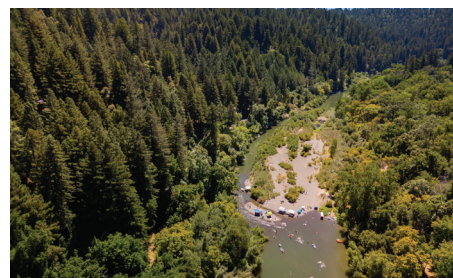




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Membership Benefits

- Participation opportunities in any Russian River Valley events such as the Russian River Valley Paulée, Pinot Forum on the Road, and the Russian River Valley X Secret Supper Dinner Series.
- Participation opportunity in partnership events such as Gay Wine Weekend.
- Complimentary participation in the Russian River Valley Technical Symposium for winemakers, cellar teams, vineyard managers, and vineyard owners.
- Participation throughout the year with visiting international trade groups through collaborations with Sonoma County Vintners and California Wine Institute.
- Participation opportunity with Pinot Forum, a trade event hosted annually in July of each year that brings in up to 60 sommeliers and wine buyers from across the nation.
- Media opportunities throughout the year, including, but not limited to, journalist hosting, participation in familiarization tours, co-op advertising, and critic tastings.
- Access to educational resources, networking opportunities with other like-minded industry professionals, and workshops throughout the year.
- Invitation for key family and team members of your winery to join the annual Harvest BBQ, held in October of each year as a celebration of harvest for the Russian River Valley community.
- Participation in any consumer campaign initiatives with the Three Valleys, such as the partnership with True West Cinemas and more.
- Discounted tickets to any consumer events organized by Russian River Valley Winegrowers.
- Display the iconic Russian River Valley Winegrowers vineyard sign on your property.
- Option to lease arrows on directional signs throughout RRV to encourage traffic to your tasting room.
- Option for a principal representative of your vineyard to run for any open Board of Directors seats or participate in committees (committees currently include Marketing + PR, Community Paulée Task Force, and Grants).
- Inclusion in DTC Networking Group meetings.
- Engagement opportunities throughout the year in social media channels such as Instagram, Facebook, and LinkedIn, including two member takeovers of our Instagram account.
- Listing of your consumer events on Russian River Valley Winegrowers Instagram (@rrvwinegrowers) Link in Bio.
- Winery listing in our directory on the newly redesigned RussianRiverValley.org.
- Ability to submit to our Classifieds section on RussianRiverValley.org for grape, bulk wine, and winery equipment sales.



P.O. Box 397
Graton, CA
95444-9900

707-360-2907

info@rrvw.org