



SIERRA VINTNERS

# MEMBERSHIP PACKET



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## BOARD OF DIRECTORS

**Mario Clough**  
President

**Mike Walker**  
Vice President

**Stephanie Perry**  
Treasurer

## ABOUT SIERRA VINTNERS

Many of the Sierra Vintners are part of the Sierra Foothills American Viticultural Area (AVA), which was established in 1987 on the western edge of the Sierra Nevada. The Sierra Foothills AVA is roughly 160 miles long, stretching south from Yuba County to Mariposa County.

Wine grapes were first planted here during the California Gold Rush, however, serious winemaking re-emerged and flourished only within the past thirty years or so, similar to many California regions rich in wine history.

Like much of Northern California, the area has a classic Mediterranean climate, with warm summers and rainy winters that often include snow in higher elevations. Nevada County's four distinct seasons, and its range of elevations and landscapes, makes it a fertile home for more than forty varieties of wine grapes, ranging from Chardonnay, Merlot, Zinfandel and Cabernet Sauvignon to Cabernet Franc, Barbera, Sangiovese and Tempranillo. Grape growers and winemakers here have learned to use the variety that nature gives them, and combine it with premiere winemaking techniques and styles to create some of California's most surprising award-winning wines.



## MEMBERSHIP BENEFITS FOR WINERY MEMBERS

- Participation in the Annual Association events.
- PR/Marketing training sessions.
- Listed in the Association's brochure/map.
- Placement on the Association website.
- Listed in any print or media advertisement as applicable.
- Sharing of Events and news articles on SVA's Facebook, Twitter, Instagram and other social media outlets.
- Regional representation at Trade Market visits.
- Event listings on website.
- Regional professional photographs.
- Access to SVA branded material to place in tasting rooms.
- Discounted graphic & website design (provided by Infuze Marketing).
- Discounted marketing consultations (provided by Infuze Marketing).



## MEMBERSHIP BENEFITS FOR ASSOCIATE MEMBERS

- Placement on the Association website.
- Coverage on SVA's Facebook, Twitter, Instagram and other social media outlets where applicable.
- Partner mention in press release once per year.
- Advertising coverage once per year in regional travel, food, wine and art publications in Sierra Vintners advertisements.
- SVA Membership Card that upon presentation at SVA wineries will grant you discounts. Varies per winery.
- 8 complimentary tickets to the following annual events:
  - » Sierra Vintners Wine Trail (May & September).



## WINERY MEMBERSHIP

*Who qualifies for Winery Membership?*

Any bonded winery within Nevada, Placer or Yuba County is eligible for membership.



## ASSOCIATE PARTNER MEMBERSHIP

*Who qualifies for Associate Membership?*

Associate members can be from any industry, background or region.



## **DUES**

Upon approval and induction into the Sierra Vintners Association, your membership dues will be prorated based on your starting membership month, paid annually and broken down by the following criteria:

### **Annual Winery Membership Dues**

- \$100 1,000 cases and under
- \$200 1,001 to 2,500 cases
- \$300 2,501 cases +

### **Annual Associate Membership Dues**

\$350

## WINERY APPLICATION FOR MEMBERSHIP

Winery Name: \_\_\_\_\_ Date: \_\_\_\_\_

Owner(s): \_\_\_\_\_

Winemaker(s): \_\_\_\_\_

Single Point of Contact (SPOC) Name: \_\_\_\_\_

SPOC Email: \_\_\_\_\_

SPOC Direct Phone Number: \_\_\_\_\_

Winery Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Tasting Room Address (if different from above): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Winery/Tasting Room Phone Number: \_\_\_\_\_

Winery Website: \_\_\_\_\_ Winery E-mail: \_\_\_\_\_

Year Founded: \_\_\_\_\_

Days Open (circle): MON TUES WED THURS FRI SAT SUN

Hours: \_\_\_\_\_

Total Acres Owned: \_\_\_\_\_ Bearing Acres: \_\_\_\_\_ Non-Bearing Acres: \_\_\_\_\_

Varietals Planted: \_\_\_\_\_

Cases Produced Annually: \_\_\_\_\_

Business License Number (attach copy): \_\_\_\_\_

Please provide summary of your winery for marketing purposes (this will be included on the website): \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please send a **HIGH RESOLUTION** version of your logo in a .jpeg, .tiff, .eps, .pdf or .png file format to [stephanie@infuzemarketing.com](mailto:stephanie@infuzemarketing.com).

# ASSOCIATE APPLICATION FOR MEMBERSHIP

Business Name: \_\_\_\_\_ Date: \_\_\_\_\_

Owner(s): \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Business Phone Number: \_\_\_\_\_

Business Website: \_\_\_\_\_ Business E-mail: \_\_\_\_\_

Single Point of Contact (SPOC) Name: \_\_\_\_\_ SPOC Email: \_\_\_\_\_

SPOC Direct Phone Number: \_\_\_\_\_

## Indicate Business Type:

- Restaurant
- B & B
- Hotel/Motel
- Wine Shop
- Tour Industry
- Grape Grower
- Real Estate
- Insurance
- Other: \_\_\_\_\_

Days Open (circle): MON TUES WED THURS FRI SAT SUN

Hours: \_\_\_\_\_

Please provide summary of your business for marketing purposes (this will be included on the website): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Year Business was Founded: \_\_\_\_\_

Business License Number (attach copy): \_\_\_\_\_

County: \_\_\_\_\_

Please send a **HIGH RESOLUTION** version of your logo in a .jpeg, .tiff, .eps, .pdf or .png file format to [stephanie@infuzemarketing.com](mailto:stephanie@infuzemarketing.com).