



WINEGROWERS ASSOCIATION

## WINERY MEMBER BENEFITS

### **Umpqua Valley Winegrowers Association Mission:**

To promote the Umpqua Valley's wineries, vineyards, and wines in partnership with its members, community, and destination marketing and economic development organizations to increase tourism, wine sales and acclaim as a pioneering and authentic world-class wine experience.

### **Umpqua Valley Winegrowers Association Vision:**

The Umpqua Valley is widely known for world-class vineyards and wines where visitors remember meeting the makers and enjoying the uncrowded outdoor activities and scenery.

### **Marketing Member Benefits include:**

- Listing on [Umpqua Valley Wineries website](#)
- Listing on Wine Trail Map distributed all over Oregon
- Participate in consumer events where UVWA marketing members pour & sell their wine, including Greatest of the Grape, Memorial Day Weekend Open House, The Harvest Tour, Thanksgiving Weekend Open House, and other events in-the-works
- Participate in wine & travel media tours, where writers/influencers visit your winery then publish/advertise your business on social media, in print, and in online publications
- Featured in monthly email newsletter distributed to 3,000+ consumers
- Featured in social media marketing outreach and print media
- Participate in events that draw out of area visitors to the Umpqua Valley AVA
- Collaborate with the Oregon Wine Board (OWB) on events and promotions
- Collaborate with Travel Southern Oregon (TSO) on promotions
- Participate in media group tours from OWB & TSO contacts
- Invest in charitable efforts through UCAN's Pouring Generosity yearly summer campaign
- Support advocacy and collaboration with the Oregon Wine Board
- Opportunity for winery owners to run for UVWA Board of Directors and join committees
- Close collaboration in regional and statewide wine organizations & AVA groups
- Involvement in regional & statewide tourism associations and destination marketing organizations (DMOs)
- Networking & camaraderie at bi-monthly Industry Mixers and annual meeting