



Anderson Valley Winegrowers Association
P.O. Box 63
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Mendocino County Tourism Commission
Taste of Anderson Valley – SF 2017
Sponsorship Proposal - \$2500

- Event** Thursday, November 9, 2017; 1-3pm, 6-8:30pm
- Details:** Cypress Room, Golden Gate Club, The Presidio, San Francisco
Afternoon trade and media tasting, no cost, MCTC to help target key media to invite
Evening consumer wine tasting with goal of 200-300 attendees
24-30 wineries pouring wines from Mendocino County's premier AVA
Mendocino County food items for tasting, i.e. Pennyroyal Farm Cheese, Stella
Cadente Olive Oil
Destination Hotel and restaurant properties featured (i.e. Little River Inn,
Beachcomber, Boonville Hotel & Table 128, Bewildered Pig, and others) through
poster size enlargements of Association Map and reverse side Member Listing, to
promote tourism
Consumer event ticket price is \$75. We will create a special 20% discount code, and
\$60 tickets.
- Promotional Plan:** Press release to be sent by August 1, 2017 to at least 150 key media
www.tastewestwine.com, www.presidio.gov
Event info on www.avwines.com
Event listing with top 35 Bay Area online event calendars
Social media promotional plan with Taste West and AVWA FB pages, twitter
accounts
Posters have been created and promotion in San Francisco began in March 2017
Taste of Anderson Valley event to be marketed and promoted by golden Gate Club
and Presidio
2500 Taste of Anderson Valley rack cards will be distributed to all participating
Mendocino County wineries, visitor centers, and chambers
1500 Taste of Anderson Valley rack cards to be distributed to San Francisco hotels,
concierges, and at six other "Taste of" wine events in San Francisco preceding this
Event
Promotional materials produced for participating wineries so they can promote to
their clubs, social media
- Sponsorship Benefits:** 40 complimentary tickets for VIP and promotional giveaways (\$3000 value)
MCTC discount code (VMC20) to offer 20% discount for promotional efforts

Sponsor recognition on www.avwines.com and www.tastewestwine.com

Sponsor recognition on all rack cards

Sponsor recognition at event in the form of signage/banners

Sponsor recognition on all social media posts

Complimentary table for MCTC at Anderson Valley Pinot Noir Technical Conference
May 19, 2017, if sponsorship approved by April 21, 2017.

TheorySF permitted to conduct intercept survey at event on behalf of MCTC

Sponsor recognition – VMC logo etched on all taste of Anderson Valley – SF glasses