

WINEROAD

SONOMA Co

Membership Benefits

- Participate in training & educational seminars at little or no charge. (Marketing, Social Media, Wine Club, Food Handling & TIPS)
- Participate in Wine Road hosted press tours.
- Feature your events, wine releases, lodging specials & employment opportunities on **WineRoad.com**
- Participate if it fits your marketing goals, in our nationally known annual events:
 - Wine & Food Affair, Winter WINEland, Barrel Tasting
- Submit your wine samples or respond to journalist's inquiries.
- Participate in our "Wine Road Tasting Pass" program

Social Media Outreach

- Over 20,000 followers on both Instagram & Facebook
- Daily Featured Member on Facebook and 3 Featured Members on our home page every week.
- 53,000 subscribers to monthly e-news "My Wine Road"
- Opportunity to be our guest on our bi-monthly Wine Road podcast
- Our Wine Road app has over 18,000 downloads

Wine Road Map

- Contracted with Certified Distribution to deliver maps to nearly 300 locations.
- Maps are personally delivered to 60+ hotels in San Francisco quarterly.
- Maps are mailed to gourmet groceries, various restaurants, wine bars, wine shops & visitor centers throughout the Bay Area, Sacramento & Northern California as well as visitors all over the world via our website requests.

Wine Road distributes 200,000 printed maps per year (down from 300,000 prior to Covid)

Marketing Plan

Wine Road has a varied marketing plan in place, which incorporates print, radio & digital advertising. This advertising is put into place to create more exposure for all of our members. Wine Road is continuing to increase their efforts to promote our 130 wineries & 30 lodgings.

Our Marketing Budgets dropped dramatically in 2020 due to Covid, but we are safely rebuilding. Budgets for 2019, 2020, 2021 and 2022 respectively: \$200,000 \$105,000, \$75,000, \$120,000

The goal of the Board is to budget conservatively so we can safely build upon these programs year after year, thus keeping Wine Road one of the strongest winery organizations in the country.

We continued to promote our members throughout all of 2020 and 2021, balancing our budget during Covid, after refunding \$500,000 to ticket buyers for 2019's Wine & Food which was cancelled due to fires and 2020's 2nd weekend of Barrel Tasting, which shut down due to our Shelter in Place. Wine Road persevered and promoted #SipSonoma, Curbside Pickup, Virtual Tastings and more. We never faltered!

We are confident there are no other winery and lodging associations that can provide its members a higher return on their investment.