

Monterey Wine Country

— WHERE GREAT TASTE BEGINS™ —

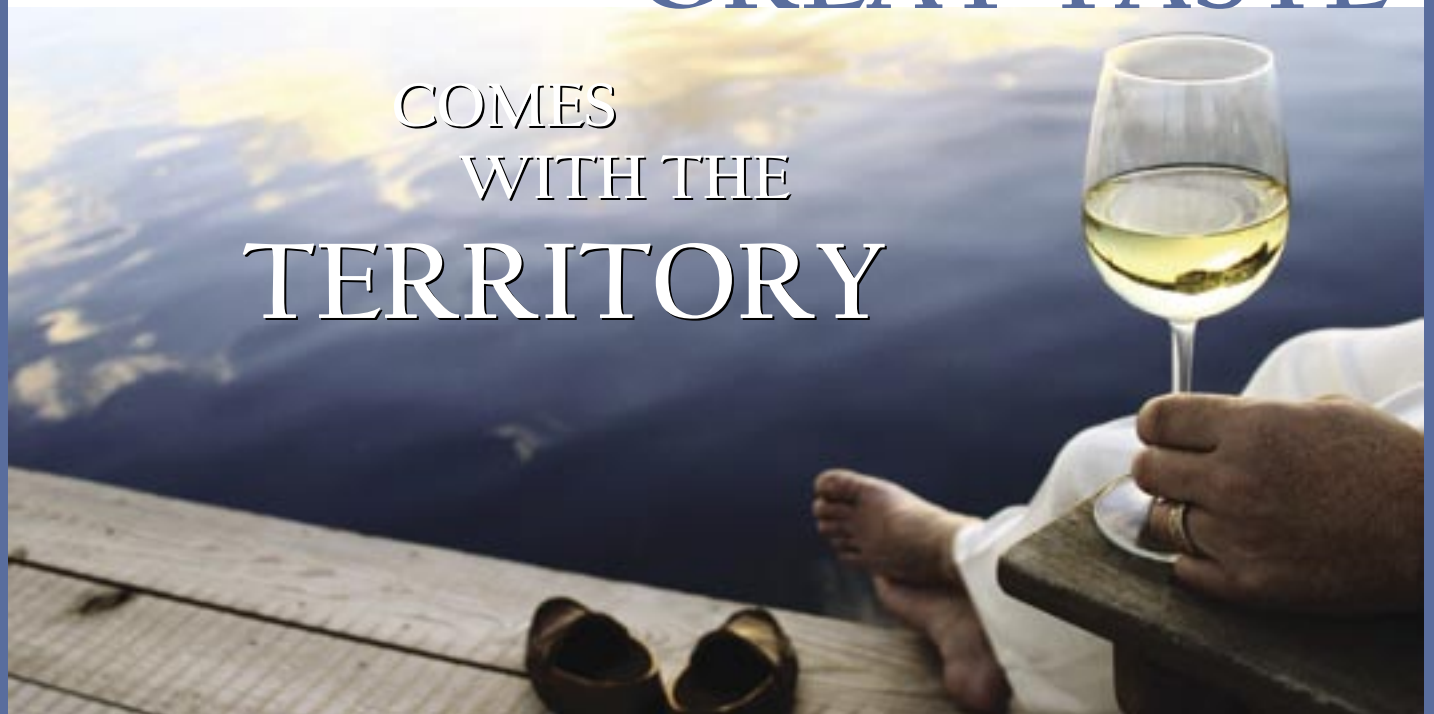
2008 SPONSORSHIP PACKAGE

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GREAT TASTE

COMES
WITH THE
TERRITORY



MCVGA Annual Events:

Monterey Wine Auction & Gala

February 16, 2008



The Monterey Wine Auction & Gala on Saturday, February 16, 2008, is an exciting opportunity to share an intimate dinner with one of the winemakers from Monterey County. Live and silent auction items will be included in the evening's festivities. The auction proceeds benefit college scholarships for the children of local agricultural employees, agriculture studies through the American Vineyard Foundation and viticulture research through the University of California's Monterey Outreach Office. Previous community beneficiaries have included The Boys and Girls Club and the Central Coast Visiting Nurses Association. National beneficiaries have included Cure Breast Cancer, Inc. and the Community Alliance of Family Farmers. This event is managed through the Monterey County Vintners and Growers Foundation, a 501c3 organization.

Attendance: 200

16th Annual Winemakers' Celebration

August 9, 2008

Over 45 Monterey County wineries will pour new releases and special wines in Monterey's Historic Custom House Plaza. This outdoor festival showcases the best of Monterey and also features educational seminars, barrel building, live music and a silent auction.



Attendance: 2,000 +

- *"Agriculture is the leading industry in Monterey County and our paper consistently addresses the significance that key sectors in the agriculture industry, such as the winegrape industry, play in driving the region. The fact that the region has over 40,000 acres of grapes and one of the highest grape values in the United States makes us proud to provide coverage and sponsor the events that the Monterey County Vintners & Growers Association hosts." - Salinas Californian*



12th Annual Great Wine Escape Weekend

November 7-9, 2008

Celebrate the splendor of harvest at Monterey Wine Country's 12th Annual Great Wine Escape Weekend. There's something for everyone at this event! The Great Wine Escape Weekend is the hospitality event of the year for Monterey County featuring over 45 Monterey wineries, local and national celebrity chefs, and the ultimate travel experience in the unparalleled setting of Monterey Wine Country. Events throughout the weekend include wine and food pairing sessions on Friday afternoon at the Monterey Plaza Hotel & Spa, wine country open houses and tours on Saturday, a hidden gem and boutique wine tasting on Saturday afternoon, over 20 winemaker dinners by world-renowned chefs on Friday and Saturday evenings, and The Great Wine Escape Grand Finale at Quail Lodge on Sunday.

Attendance: 2,500 +

- *"We have been a proud sponsor of the Monterey County Vintners and Growers Association's Great Wine Escape Weekend for many years. The attendees are savvy and enthusiastic and the quality of the wines is superb. This exciting event, like the region, is growing, and we want to be a part of it."* - Wine Enthusiast Magazine



Attendee Demographics:

Age Range:

42% are 30-49 years old
37% are 50-60+ years old
21% are 21-29 years old

Gender:

58% female
42% male

Education:

44% College graduate
33% Post graduate

Income:

56% earn \$100,000+ (combined annually)



Source: California State Polytechnic University, San Louis Obispo

Funding Entity: *Scholarship Programs – Local*

Background: The Monterey County wine industry is focused on causes that contribute to the educational advancement of students and professionals. The local funding program has focused on students entering college who meet the qualifications of financial need, demonstrated scholastic ability, community involvement, leadership, and determination to succeed.

Application: Many students have utilized the scholarship program to attain their dream of a college education. Examples include:

- *Andriana Mujal* - Graduate of Castilleja School, 4.21 GPA, and intern at Stanford. Adriana is attending Harvard and pursuing a degree in Molecular and Cellular Biology
- *Rachael Martinez* – Graduate of Carmel High School, 3.8 GPA, student government class representative and works as an office assistant after school. Rachael is pursuing a degree in Forestry at UC Berkley and will be the first in her family to attend college
- *Wendy Sosa* - Graduate of Soledad High School, 4.2 GPA, and Co-editor of the yearbook. Wendy is attending the University of California and studying International Studies.
- *Anayeli Mora* – Graduate of Greenfield High School, 3.9 GPA, Band, French Club, tutor, and volunteer with the Knights of Columbus. Anayeli is attending Cal Poly and studying Animal Sciences.
- *Arlene Sanchez* – Graduate of Greenfield High School, 3.7 GPA, Student Government, French Club, and Teacher’s Assistant. Arlene is attending the University of Santa Cruz and studying Business Administration. She will be the first in her family to attend a four-year university.

Funding Entity: *Scholarship Programs – National*

Background: MCVGA members collaborate each year in order to promote the Monterey County brand in major markets. Events feature media and trade wine tastings, as well as a consumer tasting. Wineries generously donate their time and wine for these events. Proceeds from the consumer tasting are donated to scholarship programs for hospitality students within each of the markets. The program has been phenomenal for advancing the education of students throughout the US, while also gaining media exposure for the Monterey area.

Application: National scholarships have been donated at San Diego State University, the Florida Restaurant Association’s Pro Start Program, the Houston Restaurant Association’s Education Foundation, and the Greater Dallas Restaurant Association’s Education Foundation.

Funding Entity: *Charitable Donations – National*

Background: MCVGA recognizes the wonderful work of many other 501c3 organizations who could not fulfill their mission without the support of charitable contributions. Based upon this, MCVGA has been active in partnering with various organizations and providing monetary contributions to those causes.

Application: Recent national contributions have included Cure Breast Cancer, Inc. and the Community Alliance of Family Farmers.

Funding Entity: *The American Vineyard Foundation*

Background: The American Vineyard Foundation (AVF) is a California corporation organized in 1978 by the American Society of Enology and Viticulture as a vehicle to raise funds for research in viticulture and enology. The AVF is a non-profit, tax-exempt scientific and educational organization. Efforts of this group which focus on basic and applied research has made the American grape and wine industry the world's leader in growing grapes of unsurpassed quantity and quality.

Application: The industry's vital research efforts have been eroded by the severely diminishing research role of government and land grant universities. Meanwhile, public spending is requiring greater private sector responsibility. The purpose of the AVF is to continue sustainable viticulture practices and ultimately increase the US market share in the wine industry.

Funding Entity: *University of California Cooperative Extension Program, Monterey*

Background: The UC Cooperative Extension Program is a resource of agriculture professionals that identify, research, and monitor agriculture issues and pests in an effort to protect Monterey County's leading industry.

Application: The UC Cooperative Extension Program has been vital in preventing numerous pests that have minimized or eradicated wine regions in other areas. Innovations in monitoring and trapping have prevented the Glass Winged Sharpshooter, Pierce's Disease, and Vine Mealybug from taking a significant toll on Monterey Wine Country.



| | Salmanazar | Imperial | Jeroboam | Magnum |
|--|--------------------------|-----------|-----------|-----------|
| | \$50,000 | \$25,000 | \$15,000 | \$10,000 |
| Branding Opportunities | <i>Promotional Value</i> | | | |
| | \$180,000+ | \$75,000+ | \$34,000+ | \$20,000+ |
| Logo featured on the event tickets | ✓ | | | |
| Featured on TV commercials | ✓ | | | |
| Company logo in 120,000 event brochures | ✓ | ✓ | | |
| Logo featured on event t-shirts | ✓ | ✓ | | |
| Inclusion in the official map & guide (circulation over 250,000) | ✓ | ✓ | | |
| Logo featured in official tasting booklets (3) | ✓ | ✓ | | |
| Inclusion on event banners | ✓ | ✓ | ✓ | |
| Recognition in media press packets | ✓ | ✓ | ✓ | |
| Recognition at all member events | ✓ | ✓ | ✓ | |
| Company named in the event press release (distributed to national media) | ✓ | ✓ | ✓ | |
| Direct Link on MCVGA's website | ✓ | ✓ | ✓ | ✓ |
| Featured in Monterey Wine Auction & Gala program | ✓ | ✓ | ✓ | ✓ |
| Name featured in official tasting booklets (3) | | | ✓ | ✓ |
| Company named in 120,000 event brochures | | | | ✓ |
| Marketing Opportunities | | | | |
| Company named in national event advertisements | ✓ | | | |
| Logo on the MCVGA CD jacket | ✓ | | | |
| Logo on MCVGA bottle bags (25,000 per year) | ✓ | | | |
| 1 page advertisement on MCVGA's member website | ✓ | | | |
| 1 page advertisement in auction program / tasting note booklets | ✓ | | | |
| Company named as a corporate sponsor in event E-blasts (90,000 e-mail impressions) | ✓ | ✓ | | |
| Company named in regional event advertisements | ✓ | ✓ | | |
| Product placement, display, and/or distribution at events | ✓ | ✓ | | |
| 10 x 10 exhibitor booth or table space | ✓ | ✓ | ✓ | |
| 1/2 page advertisement in MCVGA's member website | | ✓ | ✓ | |
| 1/2 page advertisement in auction program / tasting note booklets | | ✓ | ✓ | |
| Direct mail- event brochure sent to 120,000 households | ✓ | ✓ | ✓ | ✓ |

| | Salmanazar | Imperial | Jeroboam | Magnum |
|---|------------|----------|----------|----------|
| | \$50,000 | \$25,000 | \$15,000 | \$10,000 |
| Event Tickets | | | | |
| Monterey Wine Auction & Gala tickets - table hosted by a winemaker of your choice | 8 | 6 | 4 | 2 |
| Winemakers' Celebration tickets | 40 | 30 | 20 | 10 |
| Great Wine Escape Weekend - Opening Gala Reception tickets | 10 | 8 | 6 | |
| Great Wine Escape Weekend - Pairings Event tickets | 10 | 8 | 6 | 2 |
| Great Wine Escape Weekend - Private bus tour tickets and luncheon for 20 guests | 20 | | | |
| Great Wine Escape Weekend - Self guided tour tickets | 20 | 14 | 10 | 6 |
| Great Wine Escape Weekend - Bus tour tickets | | 8 | 4 | |
| Great Wine Escape Weekend - Private winemaker dinner tickets for 20 guests | 20 | | | |
| Great Wine Escape Weekend - Boutique & Hidden Gems tasting tickets | 20 | 14 | 10 | 6 |
| Great Wine Escape Weekend - Winemakers' Dinner tickets | | 6 | 4 | |
| Great Wine Escape Weekend - Grand Finale tickets | 30 | 20 | 10 | 6 |
| VIP Reception for the kick-off of each of the annual events | 20 | 14 | 10 | 6 |
| Hospitality / VIP Privileges | | | | |
| Limousine transportation to various events | ✓ | | | |
| A two night stay at a member's private guesthouse to include a private tour and tasting | ✓ | | | |
| Foursome of golf in the Annual Golf Tournament | ✓ | ✓ | | |
| Gold etched 6L bottle of Monterey County Wine featuring logos from all MCVGA members | ✓ | ✓ | | |
| Private luncheon in the vineyard with a winemaker | 20 | 10 | | |
| Complimentary Platinum Level Associate Membership | ✓ | ✓ | ✓ | |
| One year of wine club shipments | ✓ | ✓ | ✓ | |
| Tickets to MCVGA's Annual Luncheon (Salmanzar level - table hosted by MCVGA President) | 8 | 6 | 4 | 2 |
| Tickets to MCVGA's Annual BBQ | 10 | 10 | 8 | 4 |
| Monterey Wine Country gift basket | ✓ | ✓ | ✓ | ✓ |
| Good Will / Community Outreach | | | | |
| Presentation of checks to local scholarship recipients | ✓ | | | |
| Presentation of checks to charitable beneficiaries | ✓ | | | |

Company Information

Company Name: _____

Sponsorship Level: _____

Website: _____

Contact Details

Contact Name: _____

Phone Number: _____

Email Address: _____

Address for mailing tickets and information: _____

Payment Method

Check (payable to MCVGA)

Send to:
Monterey County Vintners & Growers Association
PO Box 1793
Monterey, CA 93942

Credit Card

- Visa
- Mastercard
- American Express

Credit Card Number: _____

Expiration Date: _____

Signature: _____

Monterey County Vintners and Growers Association is a non-profit trade organization that promotes the unique identity of Monterey County wines and vineyards. Tax ID # 94-2323441.

Please fax this page to: 831.375.1116

National Sponsors:

Arrowhead Water
AT&T
Bank of the West
Cawineclub.com
Charles Schwab & Co. Inc
Clear Channel
Comcast Spotlight
Fresh Express
Fiji Water
First National & South Valley Bank
Fox Television
Hyatt Hotels & Resorts
KION Television

Mapleton Communications
Marriott Hotels & Resorts
National Broadcasting Company
Pueblo Bonito Resort & Spa
Southern Wine & Spirits
Sunset Magazine
Trader Joe's
Via Magazine
WineCountry.com
Wine Enthusiast
Woodside Hotels
Wyndham

Local Sponsors:

Abramson Church & Stave LLP
Akeena Solar
American AgCredit
Bassetti Farms
Carmel Pine Cone
CCM&E Destination Services
Facility Development Corporation
Gordon Graphics
Gonzales Irrigation Systems, Inc.
Ingraham & Loose CPA's
John Sutak Risk Services
Joseph Farms
KBACH
K-OCEAN
KTOM
La Preciosa
Lombardo & Gilles
Monterey Marriott
Monterey Plaza Hotel & Spa
Monterra Ranch
Pacific Printing
Paisano
Pan American Underwriters
Pebble Beach Company
Piper Environmental
Rain for Rent
Ramondin USA
San Francisco Chronicle

Seguin Moreau
Sparky's Root Beer
Taylor Farms
The Beach
The Monterey County Herald
The Salinas Californian
Unlimited Events
Western Farm Service



Mission Statement

The Monterey County Vintners & Growers Association (MCVGA) brings together the talents and resources of members, partners and our community in order to promote and support our members' leadership in the art, the science and the business of wine. Founded in 1974, MCVGA is a non-profit organization representing the vintners and growers of Monterey County.

While contributing to building the region into one of the most successful agriculture markets and tourist destinations in the country, the vintners and growers philanthropic activities are also a key component to our mission.

General Members

| | | |
|-------------------------------------|---------------------------------------|------------------------------------|
| Arroyo Seco Canyon Vineyard | Foghorn, LLC | Monterra Wines / Delicato |
| Arroyo Seco Vineyards | Galante Vineyards | Morgan Winery |
| Bargetto Winery | Gallo Vineyards, Olson Ranch | Newell Vineyards |
| Baywood Cellars | GO Farming Silver Mountain | Otter Cove Wines |
| Belle Glos | Hahn Estates / Smith & Hook Winery | Paraiso Vineyards |
| Bernardus Vineyards and Winery | Hames Valley Vineyards | Parkfield Vineyards |
| Blackstone Winery | Heller Estate Organic Vineyards | Pavona Wines |
| Boekenoogen Ranches | Ing Estates Vineyard | Pelerin Wines |
| Boyer Wines | J. Lohr Vineyards and Wines | Pessagno Winery |
| Bull Family Farm | Jekel Vineyards | Pianetta Vineyards & Winery |
| Carmel Road Winery | Kendall-Jackson Vineyards & Winery | Pierce Ranch Vineyards |
| Carmichael Vintners | Lakeview Vineyards / Ronan Cellars | River Ranch Vineyard |
| Caverson Vineyard | La Reina Vineyard / Highland Vineyard | Robert Talbott Vineyard and Winery |
| Central Avenue Vineyard, LLC . | Line Shack Winery | San Bernabe Vineyard |
| Chalk Knoll Vineyard | Lockwood Vineyard and Winery | San Saba Vineyards |
| Chalk Ridge Vineyards | Lockwood Oaks Vineyards | Scheid Vineyards, Inc. |
| Chalone Vineyard | Lockwood Valley Vineyard | Silacci Vineyards / RRV |
| Chateau Christina / Joyce Vineyards | Maddalena Vineyard/San Simeon | Silvestri Vineyards |
| Château Julien Wine Estate | Manzoni Estate Vineyard | The Hess Collection Winery |
| Château Sinnet | Margaret's Vineyard | SMD Vineyard |
| Chesebro Wines / CMR Winery | Marilyn Remark Wines | Storrs Winery & Vineyard, Ltd. |
| Chula Viñá Vineyard | Marin's Vineyard | Szalay Winery |
| Cima Collina | Massa Vineyards | Valley Farm Management |
| Cobblestone | Meador Estates | Ventana Vineyards |
| Concannon Vineyard | Mer Soleil | Wente Vineyards |
| De Tierra Vineyards | Michaud Vineyard | Wines of Carmel |
| Diageo Wines Chateau & Estate | Mission Trail Vineyards | Woodward Graff Winery |
| Escafeld Vineyards | Miura Vineyards | Zabala Vineyards |
| Estancia | Monterey Pacific Inc | |
| Figge Cellars | McIntyre Vineyards | |