

Tiers and Cost		Cuvée - \$1,500	Reserve - \$1,000	Nouveau - \$800	Barrel - \$250	Cellar - \$600+
Qualifying Entities		WA Winery / Brewery / Distillery, Restaurant, Lodging Business, Transportation Operator, Travel Agency	WA Winery / Brewery / Distillery, Restaurant, Lodging Business, Transportation Operator, Travel Agency	Members) WA Winery / Brewery / Distillery, Restaurant, Lodging Business, Transportation Operator, Travel Agency	Individual Wine Professionals, Non-Profit Organizations, Chambers of Commerce, Educational Institutions, Government Agency	For Profit Organizations and Businesses that have a desire to support the continued development of the wine or tourism
<b>Marketing</b>						
	<b>Website Listing - 50K+ monthly seeking destination experiences from locals, national, and international visitors.</b>	Customizable listing page (You will be able to add photos, logos, links to your website, and social media links.) Directory Listing on our Interactive Map **Advertisement Placement	X X (Additional Cost)	X X (Additional Cost)	X X (Additional Cost)	X X (Additional Cost)
	<b>Promotion of Member Events - Event Calendar (Most visited page on the site)</b>	"Featured Events" Shown at the top of the Event Page	X	X	X	X
	<b>Industry Job Board</b>	Ability to post on Industry Job Board that is advertised in the Consumer newsletter	X	X	X	X
	<b>WWC Digital Passes - One of the largest marketing tools for WWC in showing direct traffic to your business. **Limitations Based on LCB**</b>					
		Passport to Taste. ** WA Winery Only**	X	X		
		Themed Passes	X	X		X
		Savings Passes	X	X		X
		Industry Discount Pass Coming 2023	X	X	X	
	<b>Consumer Events - Woodinville Wine Country coordinates and hosts events every year, all with the goal to drive traffic into Woodinville providing members new potential consumers. Some of our events include:</b>					
		<b>**Priority Access to Cuvée Members for all Events**</b>				
		Month Long Events (ie. Drink Pink)	X	X	X	(Additional Cost)
		Wine Walks (ie. After Hours)	X	X	X	(Additional Cost)
		Seasonal Events (ie. St. Nicks & Santa's Cellar)	X	X		(Additional Cost)
		Partner Events (ie. Taste WA, Celebrate Woodinville)	X	X		(Additional Cost)
	<b>WWC App: - Launched in 2021 our mobile app offers easy integration with our website pulling the most important consumer features to the forefront</b>		X	X	X	X
		**Special Advertisement and Promotions	X	(Additional Cost)		(Additional Cost)
	<b>Visitors Guide - Produced in the Spring in partnership with NW News</b>					
		Inclusion in printed Destination Map and Directory	X	X		
		Discounted Rates for Advertisement inside the guide	(Additional Cost)			
		Advertisement inside the guide		(Additional Cost)	(Additional Cost)	(Additional Cost)
	<b>WWC Tourism Brochure - In distribution across the Puget Sound</b>	QR Code driving traffic to website trip planner & directory listings	X	X	X	X
	<b>Emails/ Social / Blogs / News</b>					
		<b>**Priority Access to Cuvée Members for all Content Posts**.</b> *Original and shared content occurs at member request and/or discretion of the WWC Staff based on overall marketing plan and content calendar*				
		Receive Consumer Newsletter Weekly	X	X	X	X
		*Inclusion in Consumer Newsletter (36,000+ consumers weekly)	X	X	X	(Additional Cost)
		Receive Industry Newsletter twice a month	X	X	X	X
		*Inclusion in Industry Newsletter (400+ bi-weekly)	X	X	X	(Additional Cost)
		Discounted on recurring Advertising	(Additional Cost)			
		Recurring Advertisement beyond organic post of an event or promotion		(Additional Cost)	(Additional Cost)	(Additional Cost)
		Promotion on Social Media (Priority for Cuvée Members)	X	X	X	(Additional Cost)
		Featured in Blog Posts & News Articles (Priority for Cuvée Members)	X		X	(Additional Cost)
	<b>Introduction to Media / Travel Trade</b>	FAM & Media Tours (Priority for Cuvée Members)	X	X		
	<b>Referral from Visitor Center -</b>	Online inquiries, Calls, Walk Ins	X	X	X	X
		Distribution of your Brochures in Visitor Center	X		X	X
<b>Communication</b>						
	<b>Members only Research and Intelligence</b>	Community Benchmark Dashboard **WA Winery Only**	X	X	X	X
	<b>WWC annual report and plans</b>		X	X	X	X
<b>Advocacy</b>						
		WWC partners with Visit Seattle, Port of Seattle, State of WA Tourism, the WA Wine Institute, the Washington Wine Commission, and Eastside Tourism Coalition (Bellevue, Bothell, Kirkland and Redmond); the Woodinville, Kirkland and Bothell Chamber of Commerce, and more to represent the interests of our association members and foster good working relationships with these partners.	X	X	X	
<b>Networking</b>						
	<b>Professional / Business Development</b>	Member Only Trainings	X	X	X	
		Educational Seminars	X	X	X	X
	<b>**Advertising in newsletters**</b>	Industry Roundtables	X	X	X	X
		Member Directory with Direct Contacts	X	X	X	
	<b>New Industry Website Coming in Q1 2023</b>		X	X	X	X
	<b>New Industry Forum Coming Q1 of 2023</b>		X	X	X	
	<b>New Industry App Coming Q1 of 2023</b>		X	X	X	
<b>WWC Governance</b>						
		Apply to be on the Board of Directors	X	X	X	X
		Voting on WWC Business	X	X	X	
		Join advisory committees	X	X	X	X