

# UMPQUA VALLEY WINEGROWERS ASSOCIATION

## 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 (thousands of copies are printed & distributed in tasting rooms and hotels around Douglas County)

Listing on Tasting Pass (New program in 2023/2024, also known as Bandwango)

Participate in consumer events where UVWA marketing members pour & sell their wine, including Greatest of the Grape, Thanksgiving Weekend Open House, and Barrel Tour

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

### **Regular and Marketing Member Benefits Include:**

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 annual picnic, monthly Industry Mixers and annual meeting