

2024 PREMIERE NAPA VALLEY INDUSTRY HERO PROGRAM

An Unparalleled Partnership Opportunity

February 21 - 24, 2024

Become an Industry Hero and show your support for the Napa Valley wine industry. By aligning your company with the Napa Valley Vintners and Premiere Napa Valley, you'll be promoted to 540 member wineries and your domestic and international trade peers.

Premiere Napa Valley Benefits	\$100,000	\$50,000	\$25,000	\$10,000
Tickets to Vintner Events				
Preview Tastings	6 guests	4 guests	2 guests	
Steering Committee Kick-Off Tasting	6 guests	4 guests	2 guests	2 guests
VIP Welcome Dinner with 20-Case Lot Wineries	6 guests	4 guests	2 guests	
Grand Tasting	6 guests	4 guests	2 guests	2 guests
Live Auction	6 guests	4 guests		
Educational Opportunities				
Opportunity to address NVV Members at an NVV- Sponsored Event	*			
Named Sponsor of Virtual Education Webinar		*		
On-Screen Recognition on Virtual Education Webinar	*	*	*	*
Acknowledgment				
Advertisement in Premiere Napa Valley Catalog	Full pg ad	Half pg ad		
Recognition in Premiere Napa Valley Catalog	*	*	*	*
Recognition in Pre/Post Event Press Release	*	*	*	
Recognition During the Live Auction	*	*		
Online Recognition on PremiereNapaValley.com	*	*	*	*
Online Recognition on the Homepage of NapaValleyVintners.org for Month of February (7,400+ views annually)	*	*		
Online Recognition on the Partners & Industry Supporters Page of NapaValleyVintners.org	*	*	*	*
Dedicated <i>Vintner Press</i> to NVV Membership Announcing Partnership (4,000 subscribers)	*	*		
Opportunity to Present Special Offer to NVV's 540 Member Wineries	*	*		
Dedicated Post on NVV Members-Only Facebook Page (1,300 members)	*	*	*	*
Acknowledgment in Post-Event <i>Vintner Press</i> (4,000 subscribers)	*	*	*	*

Please contact Jennifer Renner, Strategic Partnership Manager, at Napa Valley Vintners for more information.
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