



MEMBERSHIP PACKAGE

WWW.ELDORADOWINES.ORG

MISSION AND VISION OF EDWA

EDWA MISSION STATEMENT

To represent the unified interests of its members, promote the brand El Dorado and increase the recognition of El Dorado County's wine region as a quality wine tasting experience and destination.

EDWA VISION STATEMENT

The El Dorado Winery Association (EDWA), governed by a Board of Directors, operates according to bylaws created to implement decisions that best serve its members. Active members, united through cooperation, encouragement, shared knowledge and education, strive to improve wine quality and the tasting experience. EDWA influences local agencies to support the expanding wine industry and its positive impact on local economic growth. The ongoing marketing of our wine region is a catalyst to advance the notoriety of El Dorado County's wine growing regions as world-class wine destinations.





MARKETING AND PROMTIONS

These programs are offered to EDWA Winery members:

- Participation in Annual Events: Passport, Blind Barrel, WINEderlust
- Association Events
- PR/Marketing Training Sessions
- Listed in the Association's Brochure/Map
- Placement on the Association Website
- Listed in any print or media advertisement as applicable
- Sharing of Events and News Articles on EDWA's Facebook, Twitter, Instagram and other social media outlets
- Interactive listing on Snaptown mobile app wine map
- Participation in quarterly member tastings and education sessions
- Access to industry leaders and informative speakers
- Event Listings in Monthly Newsletter
- Event Listings on Website
- Regional Professional Photographs
- Access to EDWA branded material to place in tasting rooms
- Placement on EDWA area signage



MARKETING AND PROMTIONS

These programs are offered to EDWA Associate members:

- Listed in the Association's Brochure/Map
- Placement on the Association Website
- Listed in any print or media advertisement as applicable
- Listed in monthly newsletters as applicable
- Sharing of Events and News Articles on EDWA's Facebook, Twitter, Instagram and other social media outlets
- Access to EDWA branded material to place in business
- 2 complimentary tickets to Passport
- Sponsorship opportunities for Association Events
- Invitation to attend semi-annual general meetings and annual holiday party



MEMBERSHIP QUALIFICATIONS

WINERY MEMBERSHIP QUALIFICATIONS

Brand support pledge: *By joining the El Dorado Winery Association the applicant agrees to uphold the mission and vision statement of the Association and to visibly promote and elevate the regional brand of El Dorado Wines and El Dorado Wine Country in a manner that is tasteful, positive and ethical.*

In order to qualify for membership an applicant must:

- Own 5 acres of planted wine grapes within El Dorado County.
- Produce a minimum of 500 cases of wine annually; and,
- Be a bonded winery in El Dorado County or another recognized California AVA and maintain a California ABC Type 2 license; A DUPLICATE 02 license will not be sufficient for membership.
- Have all county, state and federal permits required to operate a winery and /or tasting room in EDC; and,
- Pay annual dues, in such amounts and at such time as may be specified by the Association; and,
- 75% of wines on the tasting room list must be of El Dorado, Fairplay or El Dorado County appellation; and,
- Submit annually, at the time of and accompanying the payment of membership dues, if requested, a written report to EDWA, in such form, and containing such materials as may be reasonably specified by EDWA, certifying satisfaction of all of the above requirements.

All applications are reviewed by the Board, and exceptions to the above rules may be granted. If an exception is desired please submit a written explanation along with the application.



MEMBERSHIP DUES

WINERY MEMBERSHIP DUES

Upon approval and induction into the El Dorado Winery Association, you will be asked to pay an initiation fee of \$1,000. From there, your membership dues will be prorated based on your starting membership month, paid annually and broken down by the following criteria:

GALLONS CRUSHED

2,399 gallons and under	\$600
2,400 to 5,999 gallons	\$1250
6,000 to 11,999 gallons	\$2000
12,000 gallons and up	\$2500

If you wish to participate in the annual Passport event, there is a first year fee of \$1,000.

ASSOCIATE MEMBERSHIP DUES

Associate members pay a yearly flat fee of \$350 that is due/renewed upon the stating date.

WINERY MEMBERSHIP APPLICATION

Winery Name: _____

Owner(s): _____

Winemaker(s): _____

Winery Address: _____

City: _____ State: _____ Zip Code: _____

Tasting Room Address (if different from above):

City: _____ State: _____ Zip Code: _____

Winery Phone: _____ Website: _____

E Mail: _____ Year Founded: _____

Please indicate which of the following are offered/apply:

Tasting Room: Y N

Lodging Y N

By Appointment Only: Y N

Special Event Facilities: Y N

Tours: Y N

Picnic Area: Y N

Days Open: _____ Hours: _____

Total Acres Owned: _____ Bearing Acres: _____ Non-Bearing Acres: _____

Varietals Planted: _____

Varietals currently available for sale (including vintage and appellation): _____

Yearly Case Production (attach copies of TTB form F5120.17 and California Dept of Agriculture "Grape Crush and Purchase Report" Summary Page for most recent harvest): _____

TTB Basic Permit Number (attach copy): _____

CA ABC License Number (attach copy) _____

EI Dorado County Business License Number (attach copy) : _____

Sellers Permit Number (attach copy) _____

Please provide summary of your winery for marketing purposes and send a high resolution logo in a .jpeg, .tiff, .eps or .pdf file format to kara@eldoradowines.org If logo is not available please send a wine label in same file format.

QUESTIONS: Call Kara Sather, Association Director 530-409-8688