2020-2021 MEMBERSHIP
Santa Barbara Vintners Association
The Santa Barbara Vintners is a 501(c)6 non-profit organization with members including wineries, vineyards, businesses, and hospitality associates. We join together to promote and preserve the world-class wines of Santa Barbara County, California. Membership in the Santa Barbara Vintners provides both comprehensive and targeted benefits for your business year round.

**CDFA MARKETING GRANT**
- Resulted in 142,937 physical visits to SBVA member wineries tracked in the last six months via geo-fencing
- 9.3 million impressions
- 209,545 video views (700 hours)
- 27,182 ad engagements.

[CLICK HERE FOR A FULL REPORT]

**2019 EVENTS**
The SBV solicited a record number of sponsorships and profits for the first time in over five years. Here are two highlights:
- Over $75,000 from the 2019 Vintners Festival
- $18,000 for the first year of the SBC Wine Futures Auction

**ADVOCACY HIGHLIGHTS**
- Farm-stay committee advocates for vineyard overnight guests
- Reasonable cannabis regulations
- Advocating for food to be served in tasting rooms and wineries
- Working with state-wide organizations and government agencies, we ensured that every winery had a path to reopen after the Covid-19 lockdown.

**COVID-19 EDUCATION**
During the pandemic, we sought out every winery in the County (almost 300) to provide everyone with re-opening information, also leading the development of re-opening regulations for the Beverage Industry in SBC.
MEMBERSHIP BENEFITS
FOR ALL SANTA BARBARA VINTNERS MEMBERS

MARKETING

Website: Every member enjoys a dedicated webpage on our website that has over 180,000 unique visitors per year.

Social Media: We promote our members to a combined following of over 34,000 (Facebook, Twitter & Instagram).

Email marketing to over 11,000 consumers about SBC Wine events and news.

CDFA Marketing Fund: With over $380,000 exclusively dedicated to marketing to Los Angeles, we rolled out the “West of France, just north of LA,” advertising campaign, which will run until July, 2021. Highlights from the campaign can be found on page 2. Results may be reviewed here.

Public Relations: Wine, food, travel, and lifestyle media are all targeted by our PR firm out of Los Angeles. We curate media visits which hospitality and winery members host, allowing them to be part of all manner of media. 2019-20 media coverage report.

EVENTS

Consumer Events: Annual events include Vintners Festival & Wine Futures Auction (when allowed)

Trade Tastings: Mission Santa Barbara Wine is a 3-Day Trade Tour with over 40 sommeliers and buyers from around the United States.

Educational Member Tastings: Monthly except during harvest, these blind tastings of a specific varietal (pinot noir, cabernet sauvignon, sauvignon blanc, chardonnay, etc.), allow members to network and learn about each other’s wines while learning more about members businesses. Meet your partners and peers, ask honest questions of each other, sample the region’s wine and explore how you can benefit from one another. Preferred members (see membership information for more information) are offered the first opportunity to host.

ADVOCACY

With almost $2B of economic impact, the Santa Barbara County wine industry must stay engaged in policy issues that impact the wine industry. We track various County issues, as well as shepherd the wineries, tasting rooms, and vineyards through regulatory impacts, such as Covid19.

RELATIONSHIPS

We hold relationships with and often partner with important members of our industry, including:

California Wine Institute • Visit California • Visit Santa Barbara • County of Santa Barbara Government • Visit the Santa Ynez Valley • Elected Officials • Explore Lompoc • Santa Maria Chamber • and more
MEMBERSHIPS
FOR ALL SANTA BARBARA VINTNERS MEMBERS

GENERAL MEMBERSHIPS

WINERY
For wineries located in Santa Barbara County (SBC) that with at least 75% of their wine labeled SBC or an approved AVA within SBC. Annual memberships start at $1,170.

VINEYARD GROWER
Licensed growers with 2+ acres in SBC. Annual memberships start at $650.

CORPORATE
Support your local wineries and reap the rewards. Corporate memberships start at $2,500 annually. Customized memberships available to fit your company’s needs.

BUSINESS
Businesses serving SBC residents, businesses and visitors. Annual memberships are $500.

RESTAURANT
Restaurants located in SBC selling SBC wines. Annual memberships are $250. Preferred annual memberships are $500.

SPONSORSHIPS

MARKETING SPONSORSHIPS
Marketing sponsors contribute to a fund dedicated to marketing, public relations and promotional efforts only. With a minimum contribution of $10,000 in addition to standard dues, our Marketing sponsors join—or appoint someone to—the Marketing Committee for the Santa Barbara Vintners. This committee guides the marketing efforts of the organization, making recommendations directly to the Board of Directors on marketing and public relations campaigns, vendors, events and other marketing initiatives.

ADVOCACY SPONSORSHIPS
Advocacy sponsors contribute to a dedicated fund for advocacy efforts on issues that impact the wine industry. Past efforts have included but are not been limited to: Land Use Permits, Short Term Rentals, Farmstays, Covid-19 Regulations, and the Winery Ordinance. With a minimum contribution of $10,000 in addition to standard dues, our Advocacy Members join—or appoint someone to—the Advocacy Committee for the Santa Barbara Vintners. This committee guides the advocacy issues the organization will address and makes recommendations directly to the Board of Directors.

BUSINESS SPONSORSHIPS
Business sponsorships are available with a basic business membership included. Starting at $2,500.
We are firm believers in the Santa Barbara Vintners Association. We know that coalescing many voices into one makes us more powerful and produces the most effective messaging. One voice that invites, organizes and endorses. One voice to deliver a consistent and powerful message of unity. By joining together with shared purpose, we are stronger as a group. Strong and powerful to promote and illuminate the splendors of our region. We can only be our strongest if we ALL join together.

Doug Margerum  
Owner  
Margerum Wine Company & Barden

"The Santa Barbara Vintners gives me the opportunity to meet and talk to current and potential grape customers. As a member I have the network I need to sell my grapes each year and pride in supporting our local wine region."

Brook Williams  
Owner & WInegrower  
Duvarita Vineyard  
Christy & Wise Vineyard

Photo credit: Craft and Cluster
THE RESTAURATEUR

“The [SBV] has always worked hard to be the resource people think of when they are planning their trip to the beautiful Santa Ynez Valley and this is why we have supported them with our restaurant membership for over 20 years. Supporting [SBV] is more than just advertising, it’s being a supportive member of a community. We appreciate the connections and support our membership has given us through the years—truly invaluable.”

Shawnda & Sam Marmorstein
Owners
Los Olivos Wine Merchant Café

QUOTES FROM THE SBC WINE INDUSTRY
about the Santa Barbara Vintners

THE WINE TOUR

"We serve the Central Coast and have belonged to Santa Barbara Vintners since 1997. Our membership is highly valuable for marketing, education, growth and networking. We consider membership a responsibility; to contribute to the tremendous growth of this region and industry, which is our pleasure, as you are our wine families."

Jill Tweedie
Owner
Breakaway Tours Wine and Events
SANTA BARBARA VINTNERS

JOIN NOW

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QUESTIONS? CALL 805.688.0881

BOARD OF DIRECTORS

Stephen Janes  
President  
Pence Vineyards & Winery  
(2019–2021, Second Term)

Katy Rogers  
Vice President  
Jackson Family Wines  
(2018–2020, First Term)

Wayne Kelterer  
Secretary  
The Hilt  
(2019–2021, First Term)

Tyler Thomas  
Star Lane/ Dierberg Vineyards  
(2019–2021, First Term)

Callie Gleason  
Refugio Ranch/Roblar Winery  
(2018–2020, First Term)

Riley Slack  
Foxen Vineyard & Winery  
(2019–2021, First Term)

Karen Steinwachs  
Buttonwood Winery & Vineyard  
(2018–2020, First Term)

Tim Snider  
Epiphany Wine Co.  
(2020–2022, First Term)

Nicholas Miller  
The Thornhill Companies  
(2019–2021, First Term)

Jessica Gasca  
Story of Soil  
(2020–2022, First Term)

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