

BUSINESS

MEMBERSHIP BENEFITS

Businesses engaged with the wine industry and located in or conducts business in Santa Barbara County. Annual memberships are \$500.

In addition to the benefits offered to all members, business members receive the following:

DIGITAL

- Listing on the appropriate Explore subpage on the SBV website (190,000+ unique website visitors in 2020)
- Individual business website page built to feature your unique business, which includes:
 - Signature photos, logo, company description; links to company website, Facebook, Instagram & Twitter; location(s), hours, and contact information ([See sample here](#))
- SBC wine-related company events posted to the SBV event calendar

SOCIAL MEDIA

- Business members are promoted on the SBV social media pages throughout the year
 - Send us your content for consideration: tag us, share, or repost

MEDIA RELATIONS

- Opportunity to host visiting media (if applicable) - [See samples of media visits here](#)
 - Examples: Accommodations, meals, tours or activities
- Vet and connect media leads to appropriate business members based on story content

EVENTS

- Option to participate in Santa Barbara County signature events: Spring Vintners Festival (May), Santa Barbara Wine Auction hosted by the SBV Foundation (auction lot donations, bi-annual, February)
- Option to participate in opportunistic events, such as film premieres and pop up tastings

INDUSTRY PROGRAMS

- Invitations to SBV Member functions and networking events:
 - Educational Wine Tastings with SBC Winemakers
 - Strategic town halls, meetings, and presentations
 - Annual Meeting

[CLICK HERE TO JOIN NOW AS A BUSINESS MEMBER](#)

INDUSTRY

MEMBERSHIP BENEFITS

Membership designed specifically for companies interested in accessing the wine industry. Perfect for small wine industry vendors and hotels looking to partner with wineries. Annual memberships are \$1,000.

In addition to the benefits offered to all members, industry business members receive the following:

INDUSTRY CONTACTS

Having the right contacts is priceless when doing business in the wine industry. We save you time and money by providing a list of SBV members to all Wine Industry members.

- Contact list of all SBV members including point of contact in spreadsheet or pdf format

DIGITAL

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EVENTS

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- Option to participate in opportunistic events, such as film premieres and pop up tastings

INDUSTRY PROGRAMS

- Invitations to SBV Member functions and networking events:
 - Educational Wine Tastings with SBC Winemakers
 - Strategic town halls, meetings, and presentations
 - Annual Meeting

[CLICK HERE TO JOIN NOW AS AN INDUSTRY MEMBER](#)

RESTAURANT



MEMBERSHIP BENEFITS



Restaurants located in Santa Barbara County that sell Santa Barbara County wines. Annual memberships are \$250.



SPECIFIC BENEFITS



In addition to the benefits offered to all members, restaurant members receive the following:

DIGITAL

- Listing on the "Eat" page on the SBV website (190,000+ unique website visitors in 2020)
- Individual restaurant website page built to feature your unique business, which includes:
 - Signature photos, logo, restaurant description; links to website, Facebook, Instagram & Twitter; restaurant location(s), hours, and contact information [See sample here](#)
- SBC wine-related restaurant events posted to the SBV event calendar

SOCIAL MEDIA

- Restaurant members are promoted on the SBV social media pages throughout the year
 - Send us your content for consideration: tag us, share, or repost

MEDIA RELATIONS

- Opportunity to host visiting media (if applicable) - [See samples of media visits here](#)
 - Media meals or food/gift opportunities
- Vet and connect media leads to appropriate restaurant members based on story content

EVENTS

- Option to participate in Santa Barbara County signature events: Spring Vintners Festival (May) & Wine Futures Action (March)
- Option to participate in opportunistic events, such as film premieres and pop up tastings

INDUSTRY PROGRAMS

- Invitations to SBV Member functions and networking events:
 - Educational Wine Tastings with SBC Winemakers
 - Strategic town halls, meetings, and presentations
 - Annual Meeting

PREFERRED RESTAURANT MEMBERSHIP

- Featured listing on Restaurant page of website and preferred restaurant for referrals and events

[CLICK HERE TO JOIN NOW AS A RESTAURANT](#)

SPONSORSHIPS

SANTA BARBARA COUNTY WINE SPONSORSHIPS

Businesses looking to engage further with the Santa Barbara County wine industry and seeking additional marketing support from the Santa Barbara Vintners have an opportunity to enhance their membership via Business Sponsorships. All Business Sponsorships include the cost of the business membership. See Business Sponsorship Benefits for more information. Starting at \$2,500.

BUSINESS SPONSORSHIPS

BRONZE \$2,500

Membership designed specifically for companies interested in accessing the wine industry. Perfect for small wine industry vendors and hotels looking to partner with wineries.

SILVER \$5,000

Created to leverage our relationships, marketing and publicity campaigns, consumer and wine industry outreach. Be among the brands we recommend and promote as a preferred business.

GOLD \$10,000

Our most sophisticated sponsorship, we work with you individually to ensure your messaging and branding reaches the most members and consumers possible. Take advantage of our expertise and connections to form your unique relationship with the Santa Barbara County wine industry.

ADDITIONAL SPONSORSHIPS

MARKETING SPONSORSHIP \$1,000+

Help us expand our reach and donate to a fund dedicated exclusively to marketing, public relations and promotional efforts only.

ADVOCACY SPONSORSHIP \$1,000+

As the most heavily regulated wine region in California, advocacy issues impact our entire wine industry. Past efforts have included but are not been limited to: Short Term Rentals, Farmstays, Land Use Permits, Covid-19 Regulations, and the Winery Ordinance.

ABOUT SPONSORSHIPS

 **SUPPORTING SANTA BARBARA COUNTY WINE** 

SPONSORSHIPS TAILORED TO FIT YOUR NEEDS

Tailored specifically to your unique needs, sponsorships are designed for corporations and professionals to partner with wineries on events, education, and integration into the wine industry. Depending on your sponsorship level, choose your benefits from the list below or customize your own sponsorship.

WAYS TO ENGAGE

WINE LIST CONSULTATION

Improve your wine list with customized recommendations on layout, content, wines and more. Include staff training to improve your company's customer service.

EXECUTIVE TRAINING SEMINARS

As a corporate executive or business professional, your job is to make a lasting impression. We can help. Through our executive training seminars, learn the fundamentals or expand your knowledge wine knowledge so your advice and guidance extends into all facets of your next business dinner.

WINE PROCUREMENT

Improve your wine collection, find that perfect library bottle for your top clients or team members, and receive insider opportunities to purchase local wine not available to the public.

PRIVATE WINE EVENTS

Make your place of business a fun place to work with a special wine tasting or educational seminar for your staff. Host an intimate wine tasting with a winemaker for your top clients or include a special wine tasting event at your next corporate retreat. We can create a customized event to fit your needs.

REFERRALS FOR PRIVATE LABEL WINES

Do you want to create a wine featuring your brand? We can provide you with a list of resources and contacts for fulfilling your private label needs along with personalized recommendations to meet all of your goals.

WINE COUNTRY MARKETING STRATEGY

We will consult with your business to help you integrate seamlessly into the Santa Barbara County wine industry with expert advice on how to use wine country to bring in more customers, or how to reach wine country visitors. Companies offering business-to-business services or products will also benefit from customized marketing strategies.

WINERY, VINEYARD & VENDOR INTRODUCTIONS

Take advantage of our connections in the wine industry and receive personal introductions to our winery, vineyard and vendor contacts.

[Click Here to Become a Business Sponsor](#)

BENEFITS

BUSINESS SPONSORSHIP BENEFITS



BUSINESS SPONSORSHIPS

Business Membership Included

Version: 6/28/21	BRONZE	SILVER	GOLD
UPGRADES TO GENERAL MEMBERSHIP BENEFITS	\$10,000	\$5,000	\$2,500
Business Membership	♦	♦	♦
Dedicated social media posts on Facebook, Instagram, Twitter and Pinterest	4x/year	2x/year	1x/year
First right of refusal for hosting media (e.g. hotel stays, dining, activities, tours and gifts)	♦	♦	♦
Featured listing on website in your business' category (in order of sponsorship level)	♦	♦	♦
Option to boost dedicated social media post (additional cost)	♦	♦	
MARKETING YOUR BRAND TO MEMBERS			
Downloadable member directory spreadsheet with approved contacts for all SBV members	♦	♦	♦
Preferred vendor on all wine industry referrals and recommendations to SBV Members	♦	♦	♦
One promotional event hosted by business and promoted by SBV to members (e.g. seminar)	♦	♦	♦
One table at annual SBV meeting (table and tablecloth provided)	♦	♦	♦
Opportunity to provide promotional products and materials at members events	♦	♦	♦
Dedicated Email Blasts to SBV Membership	3x/year	2x/year	1x/year
Company Logo and link in sponsorship section of SBV monthly newsletters to members	Top placement	Second placement	♦
Right of first refusal to host member events	♦	♦	♦
Right of first refusal to sponsor annual membership meeting	♦	♦	♦
Advertorial (i.e. article) in email newsletter to SBV members	2x/year	1x/year	
Personal introductions to members and industry contacts	♦		
MARKETING YOUR BRAND TO CONSUMERS 11k email & 30k social, 180k for website			
Prominent SBV sponsorship logo on signage at SBV consumer and membership events	Best Placement	♦	♦
Featured specials and packages (packages, discounts or added value) on Specials & Packages page	♦	♦	♦
Dedicated email blasts to consumer	2x/year	1x/year	
Opportunity to provide promotional swag to consumers during events	♦	♦	
Advertorial (article advertisement) in SBC Wine e-newsletter to consumers provided by sponsor	2x/year	1x/year	
Link & Logo on sponsor page of website	♦	♦	♦
One 10x10 Booth at the annual Vintners Festival	♦	♦	
Right of first refusal for available sponsorships at all SBV events	♦	♦	
Preferred vendor on all wine industry referrals and recommendations to consumers	♦	♦	
ADDITIONAL MEMBER BENEFITS			
Customized consultation(s) with wine experts (i.e. trainings, wine list evaluations, promotions, etc.)	3 three-hour long	1x/year	
VIP Tickets to Vintners Festival	8 VIP Tickets	4 VIP Tickets	2 GA Tickets
Tickets to SB Wine Futures	8 VIP Tickets	4 VIP Tickets	2 GA Tickets
Mixed Selection of Selected Member Wines	24 Bottles	12 Bottles	
Customized Tours and Tasting Itineraries - Personal Concierge	3x/year	1x/year	

[Click Here for Benefits and to Become a Business Sponsor](#)