



## Premiere Napa Valley Industry Hero Program

### Why participate:

- Align your company with the Napa Valley Vintners and Napa Valley, America's premier wine growing region and our signature event Premiere Napa Valley taking place February 21 – 24, 2024
- Show your support for the Napa Valley wine industry
- Be recognized for your support in front of NVV's nearly 550 winery members and your domestic and international trade peers

### \$100,000 contribution

- Company logo on home page of [PremiereNapaValley.com](http://PremiereNapaValley.com) as an industry hero
- Company logo on the home page of Napa Valley Vintners members-only site for the month of February (*receives 314,000 pageviews per year by members*)
- One page advertisement in Premiere Napa Valley catalog
- One dedicated post or video on NVV members-only Facebook (*1,300 member followers*)
- Company recognition during the Live Auction on Saturday, February 25, 2023
- Dedicated email announcing our partnership to the NVV membership (*4,200 subscribers*) and the opportunity to present a special offer to NVV members
- Admission tickets for eight guests to preview tastings at wineries throughout the week
- Admission tickets for four guests at
  - Steering Committee Kick-Off Tasting on Wednesday, February 21
  - VIP Welcome Dinner featuring 20-case lot wineries on Wednesday, February 21
  - Premiere Napa Valley Grand Tasting and Education Seminar on Friday, February 23
  - Premiere Napa Valley Live Auction on Saturday, February 24
- Company recognition in Premiere-related press release
- Sponsored content webinar offered as part of NVV programming

### **\$50,000 contribution**

- Company logo on the home page of Napa Valley Vintners members-only site for the month of February (*receives 314,000 pageviews per year by members*)
- One page advertisement in Premiere Napa Valley catalog
- One dedicated post or video on NVV members-only Facebook (*1,200 member followers*)
- Company recognition during the Live Auction on Saturday, February 25, 2023
- Email announcing our partnership to the NVV membership (*4,200 subscribers*) and the opportunity to present a special offer
- Admission tickets for four guests to preview tastings at wineries throughout the week
- Admission tickets for two guests at:
  - Steering Committee Kick-Off Tasting on Wednesday, February 21
  - VIP Welcome Dinner featuring 20-case lot wineries on Wednesday, February 21
  - Premiere Napa Valley Grand Tasting and Education Seminar on Friday, February 23
  - Premiere Napa Valley Live Auction on Saturday, February 24
- Company recognition in Premiere-related press release

### **\$25,000 contribution**

- Recognition on the home page of Napa Valley Vintners members-only site for the month of February (*receives 314,000 pageviews per year by members*)
- Acknowledgement of the partnership to nearly 550 members of the Napa Valley Vintners post event via *Vintner Press*, our dedicated email sent to our entire membership (*4,200 subscribers*)
- Recognition in Premiere Napa Valley catalog
- One dedicated post on NVV members-only Facebook (*1,200 member followers*)
- Admission tickets for two guests to preview tastings at wineries throughout the week
- Admission tickets for four guests to the Premiere Napa Valley Grand Tasting on Friday, February 24 and the Live Auction on Saturday, February 25
- Company recognition in Premiere-related press release

### **\$10,000 contribution**

- Recognition on the home page of Napa Valley Vintners members-only site for the month of February (*receives 314,000 pageviews per year by members*)
- Acknowledgement of the partnership to 550 members of the Napa Valley Vintners post event via *Vintner Press*, our dedicated email sent to our entire membership (*4,200 subscribers*)
- Recognition in Premiere Napa Valley digital catalog (sent to vintners and registered guests)
- One dedicated post on NVV Members Only Facebook (*1,200 member followers*)