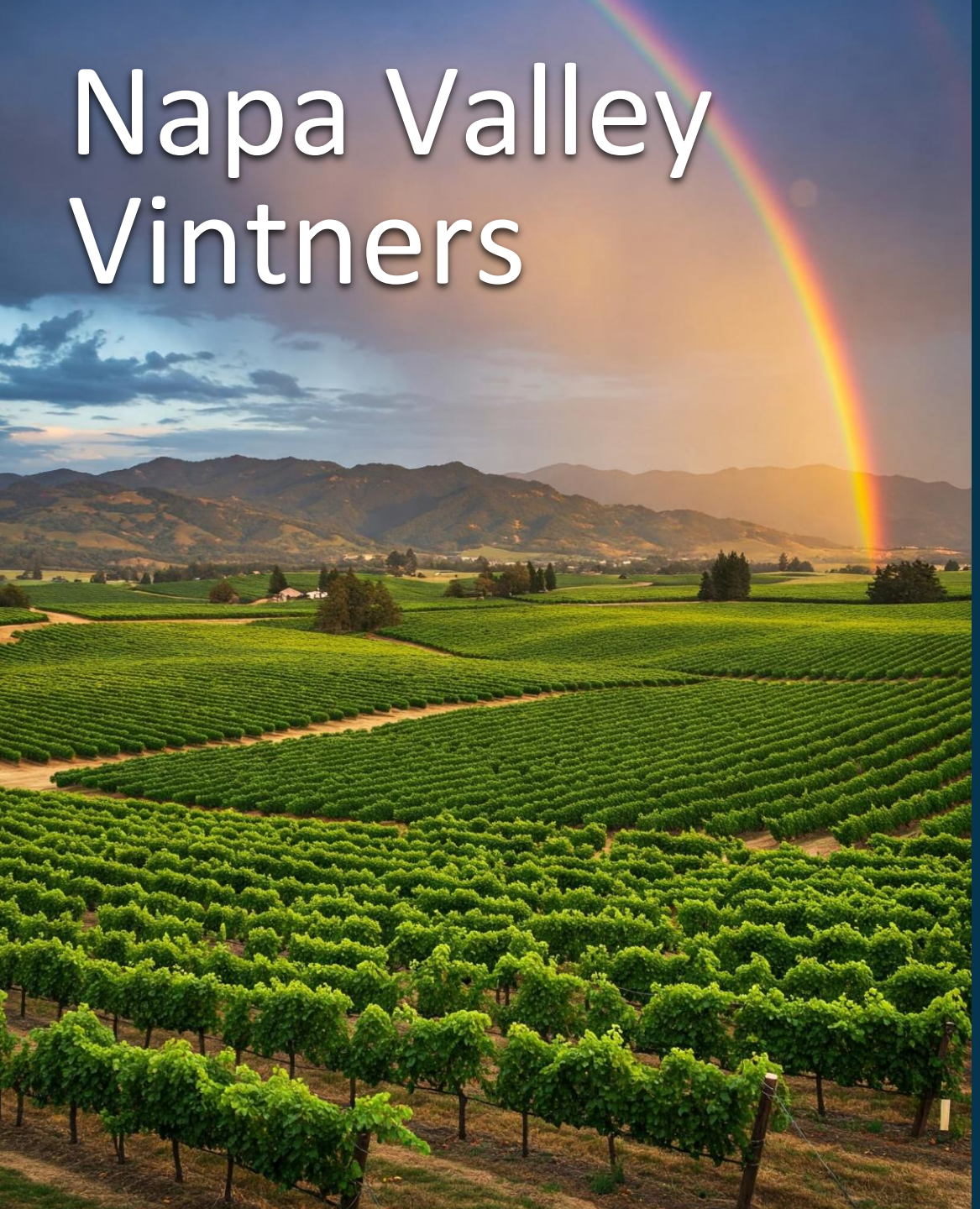


2027 Partnership Program

Through collaboration and shared goals, we can reach collective success.

Napa Valley Vintners



napa valley vintners

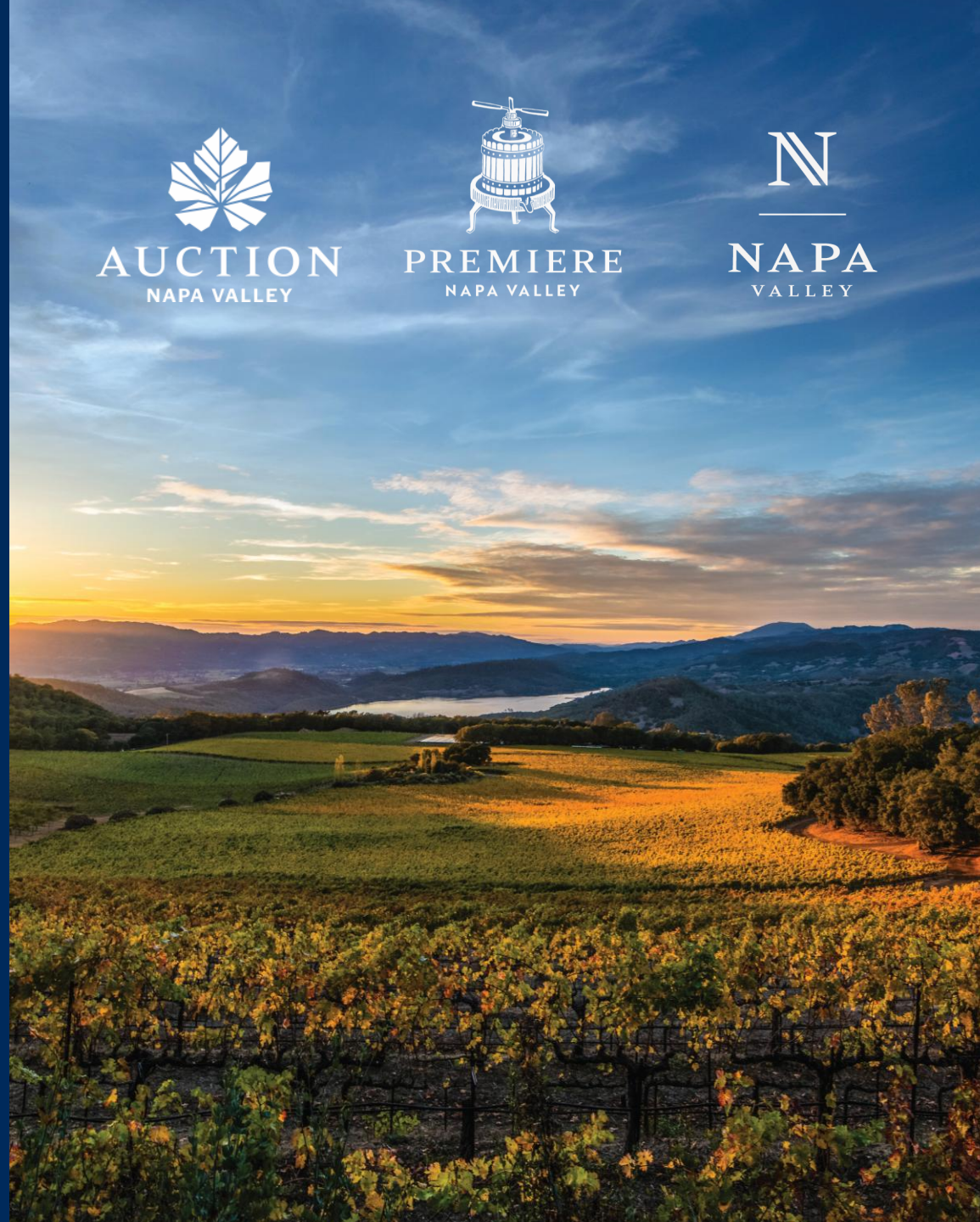
What began over 80 years ago with spirited conversation and a table of good food and wine has grown into a nonprofit trade organization that inspires its nearly 550 member wineries to consistently produce wines of the highest quality and uphold a shared commitment to preserving the extraordinary place we call home.

We invite you to join the community – sharing your goals, telling your story, engaging with our vintners and meeting a global family of discerning consumers.

Investing in the Napa Valley Community

Our mission-driven events and programs offer valuable opportunities for partners to engage with Napa Valley's vibrant wine community while advancing initiatives that inspire excellence.

- Premiere Napa Valley
- Auction Napa Valley
- The Center for Excellence



Premiere Napa Valley: Where the Industry Gathers to Celebrate Wine and Community

PREMIERE
NAPA VALLEY

With a focus on the global wine trade, Premiere is more than an auction, it's a tradition. Napa Valley, and our member vintners, roll out the red carpet for a week of business and camaraderie giving our trade attendees and your team access to winery decision makers and the most unique wines crafted just for Premiere.

Your brand will be well-represented as we celebrate the partnerships that shape our industry.

Auction Napa Valley: Coming Together to Do Good

From the Napa Valley Barrel Auction to vintner-hosted dinners and the Live Auction, we invite you to join us for a celebration of camaraderie, philanthropy and wine.

As a partner, you have the opportunity to network with vintners and market to luxury-minded consumers who unite around a shared purpose all while introducing your brand in authentic, collaborative ways.



Center for Excellence:
Our Commitment to Education

NAPA VALLEY

Our partners have the unique opportunity to provide education and training for NVV members, with an emphasis on topics of strategic importance.

We strive to elevate existing leaders and cultivate the next generation.

Offerings include:

- *wine quality education*
- *legal and compliance seminars*
- *comprehensive member resources*
- *leadership development*

Building a Mutually Beneficial Partnership

Napa Valley Vintners will open doors to the many facets of the wine community.

- *Collaborate around mutually-aligned goals*
- *Connect with decision makers and build relationships*
- *Invest in the vitality of the Napa Valley*

Underwriting NVV events and programs will highlight your organization's commitment to advancing industry knowledge, strengthening the Napa Valley community and supporting the ongoing pursuit of excellence.



Investment of $100,000

Benefits include access to winery decision makers and winemakers at must-attend industry events*

- Four (4) tickets to Premiere Napa Valley Preview Tastings
- Four (4) tickets to Premiere Napa Valley Grand Tasting, Lunch & Live Auction
- Two (2) tickets to the Auction Napa Valley Vintner Kick-Off Celebration
- Four (4) tickets to Napa Valley Barrel Auction

- Choose three (3) from the following options:
  - Two (2) additional tickets to Premiere Napa Valley Preview Tastings
  - Two (2) additional tickets to Premiere Napa Valley Grand Tasting, Lunch & Live Auction
  - Two (2) additional tickets to Napa Valley Barrel Auction
  - Four (4) tickets to Auction Napa Valley Live Auction and Dinner Celebration
  - Sponsor an in-person educational session
  - Attend two targeted in-person educational sessions as a guest *(excluding Winemaker's Roundtable sessions)*
  - One targeted communication to a desired segment of NVV membership

- Annual placement of logo on NVV and/or appropriate event website, on event signage and printed material(s)
- Listing on event-focused social media post AND in post-event *Vintner Press*

** Tailored options available*



Investment of $50,000

Benefits include access to winery decision makers and winemakers at must-attend industry events*

- Two (2) tickets to Premiere Napa Valley Preview Tastings
- Two (2) tickets to Premiere Napa Valley Grand Tasting, Lunch & Live Auction
- Two (2) tickets to the Auction Napa Valley Exclusive Vintner Kick-Off Celebration
- Four (4) tickets to Napa Valley Barrel Auction

- Choose two (2) from the following options:
  - Two (2) additional tickets to Premiere Napa Valley Preview Tastings
  - Two (2) tickets to Premiere Napa Valley Grand Tasting, Lunch & Live Auction
  - Two (2) additional tickets to Napa Valley Barrel Auction
  - Two (2) tickets to Auction Napa Valley Live Auction and Dinner Celebration
  - Sponsor an in-person educational session
  - Attend one targeted educational session as a guest *(excluding Winemaker's Roundtable sessions)*
  - One targeted communication to a desired segment of NVV membership

- Annual placement of logo on NVV and/or appropriate event website, on event signage and printed material(s)
- Listing on event-focused social media post AND in post-event *Vintner Press*

** Tailored options available*



Investment of $25,000

Benefits include access to winery decision makers and winemakers at must-attend industry events*

- Two (2) tickets to Premiere Napa Valley Preview Tastings
- Two (2) tickets to Premiere Napa Valley Grand Tasting, Lunch & Live Auction
- Two (2) tickets to the Auction Napa Valley Vintner Kick-Off Celebration
- Four (4) tickets to Napa Valley Barrel Auction

- Choose one (1) from the following options:
  - Option to purchase two (2) additional tickets to Premiere Napa Valley Grand Tasting, Lunch & Live Auction
  - Sponsor an in-person educational session
  - One targeted communication to a desired segment of NVV membership

- Annual placement of logo on NVV and/or appropriate event website, on event signage and printed material(s)
- Listing on event-focused social media post OR in post-event Vintner Press

** Tailored options available*



Investment of $15,000

Benefits include access to winery decision makers and winemakers at must-attend industry events*

- Choose two (2) from the following options:
  - Two (2) tickets to Premiere Napa Valley Preview Tastings
    - Each guest to visit *up to twenty (20) Preview Tastings*
  - Four (4) tickets to Premiere Napa Valley Grand Tasting, Lunch & Live Auction
  - Two (2) tickets to the Auction Napa Valley Vintner Kick-Off Celebration
  - Four (4) tickets to Napa Valley Barrel Auction

- Annual placement of logo on NVV and/or appropriate event website, on event signage and printed material(s)

** Tailored options available*



Investment of $10,000

Benefits include access to winery decision makers and winemakers at must-attend industry events*

- Choose two (2) from the following options:
  - Two (2) tickets to Premiere Napa Valley Preview Tastings
    - Each guest to visit up to *ten (10) Preview Tastings*
  - Four (4) tickets to Premiere Napa Valley Grand Tasting, Lunch & Live Auction
  - Two (2) tickets to the Auction Napa Valley Vintner Kick-Off Celebration
  - Four (4) tickets to Napa Valley Barrel Auction

- Annual placement of logo on NVV and/or appropriate event website, on event signage and printed material(s)

** Tailored options available*

Investment of $5,000

Benefits include:

- Annual placement of logo on NVV and/or appropriate event website

Thank you.

We look forward to building a mutually beneficial partnership!

FOR PARTNERSHIP INQUIRIES CONTACT:

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