

BECOMING A PREFERRED PARTNER



Virginia Wineries Association
250 West Main Street, Suite 100
Charlottesville, VA 22902
Office: (434) 326-9815
www.vawine.org

THE PROCESS

First, please provide material explaining the service along with references. If the service is thought to be of interest and benefit to VWA members, the Membership Committee will vote on the service provider and their products. If approved, we ask the service provider to:

1. Become a member of the Virginia Wineries Association.
2. Provide an added benefit or discount that only members of the VWA will receive.
3. Participate in meetings and receptions with your attendance and/or sponsorship.
4. Provide the association with marketing materials and literature, preferably with the VWA's logo on the materials.
5. Promote only endorsed products and services at events and in the literature carrying the VWA name or logo.
6. Promote membership of the VWA to prospective non-members.

The VWA will provide the member service provider in return with:

1. A letter to the membership announcing your preferred partnership and services/products agreed upon.
2. Advertisements on the VWA website.
3. Provide display space at some events and/or include marketing pieces in with meeting materials.
4. A VWA membership list.

In addition, if either party determines the partnership is not beneficial or relevant, a minimum 30-day cancellation notice will be given.

Company Name: _____ Date: _____

Preferred Partner Signature: _____

VWA Representative: _____ Date: _____

VWA Signature: _____

PREFERRED PARTNERS INFORMATION:

To better serve you, please assist us with some additional information about your business and planned partnership with the VWA.

1. What is your primary product line or service you wish VWA to endorse?

2. Do you serve all of Virginia? If not, what area or region do you serve?

3. Please provide 3 references with contact information:

4. What discounts on what products and services are you willing to offer exclusively to VWA members?

5. Do you have the ability or plans to do your own marketing to VWA members other than what the VWA would do for you as a Preferred Partner? If so, what forms or format of marketing?

Company: _____

Completed By: _____

Phone Number: _____

Email: _____