



Mendocino WineGrowers, Inc.
390 West Standley St.
Ukiah, CA 95482
707-901-7629
info@mendowine.com

*this in lieu of app
per B. Hawyan 3/21/17
\$ 2500*

Mendocino County Tourism Commission
Taste of Mendocino 2017
Sponsorship Proposal – \$2500

Event Details: Saturday, June 10th 1-5pm

Gallery 308 at Fort Mason, San Francisco

Consumer wine tasting with goal of 350-400 attendees

Trade and media guests will be invited to attend at no cost. MCTC to help target key media to invite

30 Mendocino Wineries pouring their best wines

5-10 Mendocino specialty food producers serving bites

Destination Hotel properties featured (Heritage House, Beachcomber and others to promote tourism

Ticket price is \$60 and \$48 for with special (20% discount) discount codes

Promotional Plan: Press Release to be sent by April 2nd to 150 key media

www.tasteofmendo.com, www.fortmason.org,

Event info on www.mendowine.com

Event listing with top 35 Bay Area online event calendars

Social Media promotional plan is in process with TasteofMendo FB page,

Twitter

Taste of Mendocino event to be marketed and promoted by Fort Mason

Center

2500 Taste of Mendocino rack cards will be distributed to all Mendocino wineries, visitor centers, and chambers

1500 Taste of Mendocino rack cards to be distributed to SF hotels, concierges, and Certified Rack locations

Promotional materials produced for participating wineries so they can promote to their clubs, social media

Sponsorship Benefits:

40 complimentary tickets for VIP and promotional giveaways (\$2400 value)

MCTC discount code (VMC20) to offer 20% discount for promotional efforts

Sponsor recognition on TasteofMendo.com, and MendoWine.com event information

Sponsor recognition on all rack cards

Sponsor recognition at event in the form of signage/banners

Sponsor recognition on social media posts

Complimentary table for MCTC at Economic Summit May 11th – UVCC

TheorySF to conduct intercept survey at event on behalf of MCTC