

Good afternoon Team VMC,

With the 12th annual International Alsace Varietals Festival in Anderson Valley coming up in just two weeks, we were looking at creating signs, PPT slides, and adding logos to our Festival program for our 2017 Sponsors.

Last year, VMC was noted in every member and general newsletter as a Sponsor, in advertising and promotion, and at each event for both the International Alsace Varietals Festival and the Anderson Valley Pinot Noir Festival. Additionally, event tickets were made available to VMC staff as part of our Sponsorship agreement with VMC.

VMC's sponsorship of the Anderson Valley Winegrowers Association (AVWA) was in the amount of \$1,894 in 2016.

Would it be possible for VMC to support AVWA's efforts in 2017 with a nice even \$2,000 sponsorship?

The Anderson Valley Winegrowers Association's two major festivals, plus additional annual events like our Coast Trade Tasting, Barrel Tasting Weekend, and Holiday Passport Weekends, bring thousands of visitors to the county, who pump many dollars into our local economy, staying at lodging from inland to the coast, eating at our county's many restaurants, and buying at our shops.

AVWA also brings press to the county, picking up travel, lodging, event, and meal costs for roughly 50 press visits annually, and the words written as result benefit the entire county.

Your 2017 Sponsorship of \$2,000 will help support our efforts to increase tourism, press attention, and reputation enhancement for Mendocino County.

Please let me know as soon as you are able whether you will continue as an AVWA Sponsor this year, so that we might include VMC in our mentions of Sponsors at the rapidly approaching Alsace Festival in two weeks.

One of the ways AVWA says thank you to our Sponsors for their support is by turning around and making event tickets available, equal to 20% of the dollar amount of the Sponsorship. We at AVWA have always considered VMC as more than Sponsors, more like partners, and our event ticket support exceeds the standard 20% of Sponsorship, because we know the event tickets allow your staff to tell our story better.

Thanks for your consideration of our request for your continuing Sponsorship support in 2017.

Cheers,

John Cesano
Executive Director
Anderson Valley Winegrowers Association
P.O. Box 63 / 7000 Hwy 128
Philo CA 95466
[707-895-9463](tel:707-895-9463) (WINE)
www.avwines.com

*Please note my Office Hours are Monday - Thursday 11-4.