

# Hospitality

## Membership 2024



### Our Mission

*To promote Mendocino County's high-quality grapes, wines & community.*

Mendocino Winegrowers, Inc. (MWI) is a non-profit organization founded in 2012 and is the only county-wide organization to represent winegrowers and vintners. MWI is committed to providing a positive impact on the wine industry here in Mendocino County.

Whether as an on-going member or new, your membership bolsters our efforts promoting the high-quality grapes, wines, and wine growing community of Mendocino County. **Your MWI membership ensures that we can continue our efforts on your behalf.**

### Supported Activities

Membership dues provide MWI with funding to accomplish the following activities:

- We work to continually grow the demand for Mendocino grapes and wine
- Invite trade and media to our county to market, communicate and promote the amazing diversity and qualities of our many growing regions
- Support the Mendocino wine community with vital and timely resources via our member and consumer E-Newsletters
- Provide educational and legislative outreach activities in support of the Mendocino County wine industry



### Hospitality

## Membership Benefits

- 1 **A web page devoted to your business** on the mendowine.com website "Visit" section.
- 2 **MWI has successfully elevated the #mendowine brand awareness by an impressive 48.8%.** This significant increase not only expands our online presence but also enhances visibility among our target audience, contributing to business growth and market influence.
- 3 **Invitation to participate in MWI events** such as Taste Mendocino and Grower Roundtables.
- 4 Opportunity to meet industry professionals at seminars and events—expanding your relationships within the Mendocino County wine community **AT MEMBER PRICES.**
- 5 We act on your behalf in our strategic public relations efforts, **gaining you access to MWI's ongoing relationships with major publications** such as Wine Enthusiast, Wine Spectator, Decanter and more...



MWI is a 501(c)(6) nonprofit, Tax ID #46-0690621

Mendocino Winegrowers, Inc. • 390 W Standley Street, Ukiah, CA 95482 • info@mendowine.com • [mendowine.com](http://mendowine.com) • #mendowine



**OUR MISSION**

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*Hospitality*

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***I wish to join MWI as a Hospitality Member!***

- New membership
- Renew a current membership

Membership cost: **\$100 annually** with advertising and sponsorship privileges.

Business Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Website: \_\_\_\_\_

**Two Ways to Join & Submit Membership Dues:**

- (1) By Credit Card:** visit [mendowine.com/about/join](http://mendowine.com/about/join) and fill out the Hospitality form with CC info, and click Submit.
- (2) By Check:** fill out and print this form, make check payable to MWI and mail both to MWI at the address below.