



Margaret River Wine Association

2017 Commercial Membership

MARGARET RIVER WINE

In 2016 the Margaret River Wine Region continued to grow in quality with Deep Woods Estate winning the region's 5th Jimmy Watson in less than 50 years and the extension to Margaret River Wine Show in the shape of the inaugural Halliday Wine Companion Australian Cabernet Challenge!

2016 was an active year with the Association doing much behind the scenes with regard to the maintenance of the WET Rebate, thus underpinning the regional wine industry. As well as the successful revision of its Strategic Plan that will see the focus move towards positioning Margaret River as one of the world's most compelling fine wine experiences.

2017 will be extremely busy with progress towards celebrations for our

50th anniversary especially in the latter six months of the year.

This momentum will not stop with a number of new marketing initiatives and events currently being assessed to strengthen the Margaret River wine brand nationally and internationally via linkages with key partners and stakeholders.

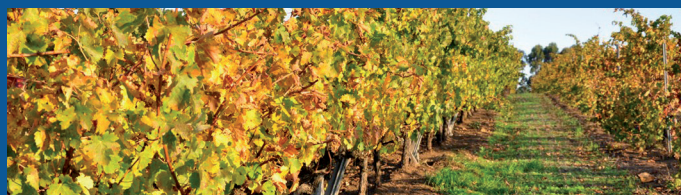
The Association is the only truly regional voice of the Margaret River wine industry, representing Grape Growers, Wine Producers and Commercial interests within the region. Representing all members at all levels of industry, corporate and government, promoting industry development and creating regional marketing opportunities is just part of the Association's charter.

Being a member of the Margaret River Wine Association gives commercial

opportunities to promote goods and services, to keep abreast of local industry news and to assist in safeguarding the future of the Margaret River wine region that in turn supports your own business.

For queries regarding the below membership packages, please contact: Pip Heaford, Membership & Events Manager (pipheaford@margaretriver.wine) or phone +61 8 9757 9330.

From the MRWA Board: Cath Oates: Oates Ends (President), Matt Credaro: Credaro Estate (Vice President), Greg Garnish: Harman's Estate, Glenn Goodall: Xanadu Wines, Paul McArdle: Fraser Gallop Estate, Liz Mencil: Flametree Wines, Cameron Murphy: Cape Mentelle, Bruce Pearse: Ringbolt Wines / Pearse Viticulture Services and Mick Scott: Rosily Vineyards.



BRONZE \$360*

- Subscription to weekly e-newsletter Grapevine
- Listing with link to your website from Grapevine
- Free advertising in Grapevine (text & 1 image)*
- Ability to submit exclusive membership offers
- Access to exclusive membership offers
- Company profile on the Association website www.margaretriver.wine
- Opportunity to promote your business to our 17,000+ 'Margaret River Lovers'
- Participation on Sub-Committees
- Networking at Member events
- Priority consideration for the Association's commercial requirements
- Ability to participate in the Association's promotional campaigns (where possible)

SILVER \$1,000*

- Bronze level benefits
 - +
 - Advertising in Grapevine includes up to 2 images*
 - One free electronic direct mail (email) to Association members per year. (value \$300)
 - One free postal mailout to Association members per year.
- Promotional material to be provided by member (value \$500)

* Prices are GST exclusive

* Conditions Apply

GOLD \$1,750*

- Bronze and Silver level benefits
- +
 - Advertising in Grapevine includes up to 3 images*
 - Two tickets to Wine Show Gala Awards Dinner
 - Two free postal mailouts and electronic direct mail (emails) to Association members per year. See Silver for conditions and value.
- Early offers on all major partner opportunities for Association events
- Ability to negotiate other activities to mutual benefit of all parties

PLATINUM \$3,000*

- Bronze, Silver and Gold level benefits
- +
 - Advertising in Grapevine includes up to 4 images*
 - Priority access to major sponsorship of Association events
 - Two tickets to all Association VIP events
 - Use of MRWA logo/s on corporate stationary
 - Use of MRWA logo/s on member's website