

## ABOUT THE MARGARET RIVER WINE ASSOCIATION (MRWA)

### Our Vision

Margaret River is recognised amongst the world's most compelling fine wine experiences.

### Our Mission

Create value for members by providing relevant, effective support and high-quality services.

### Our Values



**Excellence**



**Collaboration**



**Sustainability**



**Transparency**

Becoming a MRWA member entitles you to take advantage of a range of initiatives, services and activities that will benefit your business.

## MEMBER BENEFITS

### Communications

- Receive weekly industry and member news via Grapevine eNews
- Listing in the online Commercial Member Directory, including a link in Grapevine
- Four Standard Listings (adverts) in Grapevine per year
  - See Advertising Opportunities on page 2
- Listing on the MRWA website, [margaretriver.wine](http://margaretriver.wine)

### Marketing & Events

- Invitations and discounts to training and development opportunities
- Invitation to participate in MRWA promotional campaigns and events
- Networking opportunities at member events

### Other Benefits

- EBM Insurance Discount Program. Click [here](#) for details.

### Annual Fee

\$450

Fee and benefits will be pro-rata from the date of joining.

Note: Commercial Membership does not allow voting rights at AGM and Special General Meetings.

Complete this form to join the Association:

<https://margaretriverwine.wufoo.eu/forms/mrwa-commercial-member/>

For the enquiries about the MRWA and member benefits please contact Pip Heaford, Communication & Events Manager at [pipheaford@margaretriver.wine](mailto:pipheaford@margaretriver.wine) or on + 61 8 9757 9330.

Margaret River Wine Association Inc.

PO Box 204 Margaret River WA 6285 | Tel +618 9757 9330

Email [mrwa@margaretriver.wine](mailto:mrwa@margaretriver.wine) | [www.margaretriver.wine](http://www.margaretriver.wine) | ABN 65 090 079 453

## ABOUT GRAPEVINE

MRWA's weekly eNews update is an effective online marketing tool, offering exposure to businesses in the Margaret River Wine industry.

The eNews is sent each Thursday to 750+ MRWA member contacts and is an excellent channel to connect with our members of about news, upcoming events, services and offers.

Advertisers have a fantastic opportunity to build brand awareness and promote to MRWA Wine Producer, Grape Grower and Commercial Members.

## EXPOSURE

eNews advertising is a cost-effective, instant and paper-free method of driving traffic to your website. Advertisements include a link directly to the webpage or a PDF flyer of your choice .

The weekly eNews is perfect for time sensitive advertising. Advertisers can customise their adverts to emphasise their latest products, promotions or brand messages. Limited advertisers per week allows advertisers to stand out through optimum exposure.

### Standard Listing - \$100 per week

Image size: 400px(w) x 400px(h)

Resolution: 72 dpi

Format: jpeg, png

Header: Business Name

Paragraph - up to 50 words

Read More Link - to website, webpage or PDF



### Young Gun of Wine

Registrations close tomorrow 16 August!

Young Gun of Wine is open to those making all forms of wine, from the experimental to the traditional, whether under their own label or employed by a wine company.

[Read more](#) for all the details and to enter.

### Banner Advert - \$350 per week

Size: 500px(w) x 100px(h)

Resolution: 72 DPI

Format: .JPEG, .PNG, .GIF

Image layout: Landscape

Link: to website, webpage or PDF

Artwork: to be supplied by advertiser



Join Mark Pownall CFO of Business News  
on the October 2019 Beijing Business Tour

Expand your  
knowledge  
and register  
today!

To book your advertising please contact:

Pip Heaford - Communication & Events Manager E: [pipheaford@margaretriver.wine](mailto:pipheaford@margaretriver.wine) T: 08 9757 9330

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