

# MARGARET RIVER WINE ASSOCIATION COMMERCIAL MEMBER BENEFITS

1 January - 31 December 2022



## ABOUT THE MARGARET RIVER WINE ASSOCIATION (MRWA)

### Our Vision

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

### Our Purpose

To build, protect and promote the Margaret River wine brand.

### 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

### 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

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 [info@margaretriver.wine](mailto:info@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 770+ 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: 260px(w) x 260px(h)

Resolution: 72 dpi

Format: jpeg, png

Header: Business Name

Paragraph: up to 50 words

Learn More Link: to website, webpage or PDF



#### CONNECT Regional Innovation Hub

Are you are a South West start-up or small business looking for ways to accelerate your growth?

The journey of an entrepreneur, start-up or small business owner can be challenging. Especially when you are located in the regions far from the opportunities and networks in major cities. [Learn more.](#)

#### Banner Advert - \$350 per week

Size: 600px(w) x 150px(h)

Resolution: 72 DPI

Format: .JPEG, .PNG, .GIF

Image layout: Landscape

Link: to website, webpage or PDF

Artwork: to be supplied by advertiser



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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