

COMMERCIAL MEMBER BENEFITS

1 January - 31 December 2024

ABOUT THE MARGARET RIVER WINE ASSOCIATION (MRWA)

Our Vision

Margaret River is one of the world's most compelling fine wine experiences.

Our Mission

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 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

- 50% discount on the cost of hiring **MRWA RIEDEL Glassware** and **Hire Equipment**.
- Discounted MRW Special Series Number Plates. 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 enquiries about the MRWA and member benefits please contact Pip Heaford, Membership Manager, Communication & Events at pipheaford@margaretriver.wine or on + 61 8 9757 9330.

Margaret River Wine Association Inc.

PO Box 204 Margaret River WA 6285 | info@margaretriver.wine | 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 790+ MRWA member contacts and is an excellent channel to connect with our members 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 Advert - \$100 per week

Image size: 260px(w) x 260px(h)
Resolution: 72 dpi
Format: JPEG, PNG
Header: Business Name
Paragraph: up to 50 words
Links to email, website, webpage and or PDF

MCC Label
MCC Label is committed to sustainability through continuous improvement and strive to lead by our actions, inspiring customers, employees, and suppliers to join us in creating a brighter future. Sustainability can be a complex, technical topic. You can count on us for labelling guidance.
08 9441 5000 | sales.perth@mcclabel.com

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

An award-winning wine experience awaits at 30,000 feet...

BEST OVERALL CELLAR
Business Traveller's
Cellars In The Sky Awards 2022

WORLD'S BEST AIRLINE
Skytrax World Airline
Awards 2023

SINGAPORE AIRLINES

Advert examples are not to scale.

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