

Consortium Mendocino

PO Box 340
Hopland, CA 95449
707-272-8815

Visit Mendocino
Attn: Travis Scott
200 North School Street
Ukiah, CA 95482

February 4, 2021

RE: Sponsorship 2021 Tourism Marketing Campaign

Coro Mendocino was established in 2000 and is a non-profit benefiting Mendocino County wine grape growers and participating wineries that use Mendocino County wine grapes for their Coro wine which is a ultra-premium wine blend put together to showcase the heritage varietal of Mendocino County, Zinfandel. The blend name, "Coro" was inspired from the Latin root for "Chorus" as we all work together to create delicious blends of zinfandel based wines. Coro is the first wine to set blending and aging parameters for a wine distinctive to it's region in the United States and we are proud of our program's longevity and are continuing to reach new consumers who travel to our wonderful County.

We are seeking sponsorship for a marketing campaign that's intent is to bring more tourism on weekly basis to Mendocino County both inland and Coastal. To bring more awareness of the wine region and the beautiful wines made here featuring CORO Mendocino Wine Trail. Coro Mendocino Wine Producers coming together we are excited to produce a full billboard advertisement at the gateway to our County on Highway 101 as you enter Hopland heading north and we are hoping to direct consumers to our unique wineries, retail establishments, restaurants and lodging. With your financial support we can make this opportunity a reality. Please consider a \$5000 sponsorship (\$1260: Feb/June/Oct)

With your sponsorship your logo will have a prominent placement on the billboard, website and all of the 2021 Marketing collateral used at events and in our membership's tasting rooms.

Our marketing efforts as a Consortium have been supported by winery membership, revenues from our CORO Mendocino Wine Guild and member volunteer hours which have allowed us to market our wines through participating in the annual Zinfandel Advocate Producers Symposium, holding our annual Vintage Release Dinners and participating in numerous local Civic and non-profit fundraisers where Coro wines were donated as auction items.

Our 2021 Marketing Campaign is going to be primarily targeted to a billboard display supported by our digital and paper collateral for the Coro Wine Trail Map that highlights all of the participating member wine tasting rooms.

We are reaching out to Savings Bank for the first time in 20 years because we have not been able to hold our revenue generating events such as our annual release dinners and all of our other outreach options have been severely limited for the last 11 months and will be so for the immediate future.

We have been waiting for an open billboard to come available and finally one was newly constructed and is situated on the south end of Hopland as you are traveling northbound on Highway 101. We hope to garner the support of community sponsors to help us with financial donations to pay for the annual contract, we fully believe that by next year our long-standing marketing efforts will again be able to support our organization.

Please consider being a sponsor for this marketing campaign. We will proudly display the Savings Bank logo as a sponsor! We know the 101 Corridor is being used every day as a “getaway” for day-trippers and weekend stays. They are looking for things to do in our beautiful County and we are proud that we offer private and by appointment tastings at this time and are still able to bring tourism and overnight stays to our County.

Thank you for your consideration.

Sincerely,

Maria Martinson, Board Member

Consortium Mendocino 501c(6) current membership includes Barra of Mendocino, Brutocao Cellars, DNA Vineyards, Graziano Family of Wines, Golden Vineyards, Greenwood Ridge Winery, Jaxon Keys Winery, Parducci Wine Cellars, Testa Vineyards Winery. Board Members Maria Martinson, Julie Golden, Hoss Milone, George Phelan, Monte Hill, Bernadette Byrne and Ed Eversole.