

REQUEST FOR PROPOSAL Public and Media Relations Plan



Temecula Valley Winegrowers Association

The Temecula Valley Winegrowers Association is a nonprofit organization dedicated to promoting the quality wines grown and produced by the Association's member wineries and grape growers. We are seeking assistance in the development and implementation of our 2010 public and media relations plan.

Background

The Association currently consists of 25 member wineries and over 60 grower members. The wine growing region of the Temecula Valley was founded in 1969 and has grown from less than 50 acres of wine grapes to over 1500 in 2009. Our AVA consists of over 35,000 acres which offers enormous opportunity for continued growth.

Situational Analysis

Funded primarily by member dues and two events per year, the Association is granted an additional \$35,000 by the County of Riverside's Economic Development Agency to assist in the promotion of tourism to the region. The overall goal of our 2010 public and media relations plan is to promote the destination, the wines and the wineries of the Temecula Valley by enhancing the image of the products, services and activities provided by our members.

Our two barrel tasting events which are held in March and November of each year continue to deliver both new and return guests to Temecula wine country. Our research shows that the targeted demographic is predominately female, aged 25-65, employed full time, well educated and earns \$75k+. Primary markets include San Diego, Palm Springs and Orange County. Secondary targets include "wine lovers" and travelers into those areas.

Our goal for the past 5 years has been to market primarily to those within a 50-75 mile trade ring with a drive time of 1-1½ hours. As this effort has proven to be successful – and with the current economy in mind – we would like to continue to pursue this market.

Primary Objectives

The Temecula Valley Winegrowers Association is seeking an agency with local and regional industry contacts to assist us in increasing brand awareness and affinity in our trade rings while achieving the following primary objectives:

- To drive visitation to the wineries
- To increase website traffic

Secondary Objectives

We strive to achieve the above goals without losing sight of the secondary objectives:

- To increase event ticket sales
- To grow the database
- To create return customers

Scope of Work:

Potential agencies must have experience in the food and beverage, wine and/or the hospitality industry. Our expectations of the selected agency include providing strategy input to ensure improved and expanded coverage of the Temecula Valley as a growing wine region. Efforts should effectively reach both the consumer and trade media.

Proposal Requirements:

Please include agency overview and structure, sample written press releases and projects from like clients, a client list and at least two client references. An explanation of fees and any applicable billing guidelines is also required. A sample PR/media plan is suggested.

Submission Guidelines:

Please return your proposal to Peggy Evans by January 15, 2010. The anticipated date of award is February 1, 2010.

Peggy Evans, Executive Director

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