



ASSOCIATE MEMBER PROGRAM

Indiana Uplands Wine Trail

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The Indiana Uplands Wine Trail (IUWT), made up of wineries in south central Indiana, has opened its organization to include Associate Members. Associate Members are businesses that serve tourists and residents in and around the IUWT.

The IUWT is drawing many tourists to the Trail and encouraging locals to explore the attractions in their own area. Not only are these people interested in discovering the wineries, they are also interested in discovering other attractions and businesses along the Trail. It has been proven over and over again that as wineries flourish, ancillary businesses (restaurants, lodgings, etc.) also flourish. Associate Membership is a great opportunity for the businesses that connect with the Trail, it also allows the IUWT to provide more information for visitors, while promoting local business.

Associate Membership in the Indiana Uplands Wine Trail offers a number of options all of which create interest in your business and connect your business with possible customers. Think of the benefits to your business:

- More recognition for your business to people from all over Indiana and surrounding states
- Potential to reach your target audience
- Stronger presence with local residents
- Exposure for your business at each of the wineries
- Opportunities for cross marketing with wineries and other Associate Members

And of course the most important benefit:

- Membership in the IUWT drives customers to your business

The following business types are eligible for Associate Membership in the IUWT:

- Lodgings
- Restaurants
- Tourism based businesses
- Farms with retail outlets

The IUWT offers four levels of Associate Membership. Each membership level offers a number of programs. (detailed on following pages):

Fees

Partner	\$100.00/\$50.00 (renewal)
ePartner	\$250.00
Premier	\$ 500.00
Platinum	\$1,000.00



Indiana Uplands Wine Trail
ASSOCIATE MEMBERS
PARTNER

Winery Binder

At our most economical level of participation, Indiana Uplands Wine Trail Associate Members at the Partner level will receive a full color page in our exclusive leather binder displayed prominently at each IUWT winery for customers to refer to when seeking out area attractions and businesses. Winery members receive over 500,000 visitors per year giving your business great exposure at a low cost.

Annual Membership at the Partner level is \$100.00 Renewal without changes to binder page is \$50.00

Indiana Uplands Wine Trail
ASSOCIATE MEMBERS
ePARTNER

Indiana Uplands Wine Trail Associate Members at the ePartner level participate in the following programs. Each program is designed to connect your business to potential customers.

Website - Listing and Link

Associate Members at the ePartner level are listed and linked via your logo in the appropriate section of the Associate Member page on the IUWT website. Listing will include the business name, address, phone number, and email address. The IUWT links member business web sites to their site via your logo driving customers in your direction.

One-time press release

Once each year the IUWT will send out a press release to local media announcing new Associate Members. The press release will also be available on the IUWT website.

Winery Binder

A full color page from each Associate Member is included in our exclusive leather binders that are displayed prominently at each IUWT winery for customers to refer to when seeking out area attractions and businesses. Winery members receive over 500,000 visitors per year giving your business great exposure at a low cost.

Annual Membership at the ePartner level is \$ 250.00



Indiana Uplands Wine Trail

ASSOCIATE MEMBERS

PREMIER

Indiana Uplands Wine Trail Associate Members at the Premier level participate in the following programs. Each program is designed to connect your business to potential customers.

Brochure

Listing of the Associate Member's business name, address, city and phone number with logo (or a small photo) with up to a **25 word** description of your business in the IUWT annual brochure and an icon on the map marking the location of your business.

Web Site – Listing & Link

Associate Members at the Premier level are listed and linked in the appropriate section of the Associate Member page. Listing will include the business name, logo, address, phone number and email address. The IUWT links Associate Member business web sites to their site driving customers in your direction.

One-time press release

Once each year the IUWT will send out a press release to local media announcing new Associate Members. The press release will also be available on the IUWT web site.

Winery Binder

Each Associate member will receive a full color page in our exclusive leather binder displayed prominently at each IUWT winery for customers to refer to when seeking out area attractions and businesses. Winery members receive over 500,000 visitors annually giving your business great exposure at low cost.

Annual Membership at the Premier Level \$500.00



Indiana Uplands Wine Trail

ASSOCIATE MEMBERS PLATINUM

Indiana Uplands Wine Trail Associate Members at the Platinum level participate in the following programs. Each program is designed to connect your business to potential customers.

Cross Marketing

Platinum Associate Members may participate in Trail Events or with individual IUWT winery members.

- a. Be present at wineries to promote their business during IUWT events
- b. Develop and/or participate in travel packages, winemaker dinners, or tastings with IUWT wineries
- c. Provide a raffle prize - visitors may enter a drawing at any of the IUWT wineries. Winner announced at the annual Vintage Indiana Wine Festival in Indianapolis in June.

Brochure

Listing of the Associate Member's business name, address, city, phone, GPS coordinates, and logo (or a small photo) with up to a **75 word** description of your business in the IUWT annual brochure. You will also have a corresponding icon on the brochure map marking your business location.

Web Site – Listing & Link

Associate Members at the Platinum level are listed and linked in the appropriate section of the Associate Member page. Listing will include the business name, logo, address, phone number, and email address. The IUWT links Associate Member business web sites to their site driving customers in your direction as well as an informational icon on the printable website map marking the location of your business and a pop-up with your binder page when highlighted by a cursor.

One-time press release

Once each year the IUWT will send out a press release to local media announcing new Associate Members. The press release will also be available on the IUWT web site.

Winery Binder

Each Associate member will receive a full color page in our exclusive leather binder displayed prominently at each IUWT winery for customers to refer to when seeking out area attractions and businesses. A complimentary leather binder is available to Platinum members upon request. Winery members receive over 500,000 visitors annually giving your business great exposure.

Annual Membership Cost at Platinum Level \$1000.00





Indiana Uplands Wine Trail
ASSOCIATE MEMBER ENROLLMENT FORM

Business Name	
Address	
Phone	Email
Web Address	
Contact Name	
Type of Business	
Hours of Operation	

Type of Associate Membership	<input type="checkbox"/>	ePartner	\$ 250.00
<input type="checkbox"/> Partner		<input type="checkbox"/> Premier	\$ 500.00
		<input type="checkbox"/> Platinum	\$1,000.00
			\$ 100.00/\$50.00

Leather Binder Purchase Option \$ 100.00

- Memberships run from June to June and are renewed annually
- Membership fees are non-refundable once business contact information is promoted through any medium
- Associate Members are responsible for supplying the Indiana Uplands Wine Trail with
 1. Logo
 - a. camera ready (for printed pieces)
 - b. web ready
 2. Four high resolution photographs (binder page), GPS coordinates, your exact location marked on a map, a 150 word description for the binder page, and a 25 or 75 word description for the brochure (where applicable).

Promotional information and fees must be received by the Indiana Uplands Wine Trail with the application. All Associate Membership acceptance is subject to IUWT board approval. Send to:

Indiana Uplands Wine Trail
 Attn: Kim Doty, President
 PO Box 169
 French Lick, IN 47432-0169

812-936-2293 Winery
 812-936-3836 Home
 812-639-2877 Cell
 kimdoty@insightbb.com

Signature	Date
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Indiana Uplands Wine Trail is not responsible for collection of promotional materials from Associate Members, or refunding annual fees for Associate Members that do not provide Indiana Uplands Wine Trail with materials needed for web, brochure, etc.