

A close-up photograph of dark blue grapes, likely Cabernet Sauvignon, with a white logo overlay in the center. The grapes are clustered together, and the lighting is soft, highlighting their texture and color. The logo is a white square containing the text 'PASO ROBLES' at the top, a stylized 'CR' monogram in the middle, and 'CAB COLLECTIVE' at the bottom.

PASO ROBLES



CAB COLLECTIVE

*Cabernet & Red Bordeaux Varietals*

— PERFECTED IN PASO ROBLES —

2016 SPONSORSHIP PACKAGE

# About the PRCC

## MISSION

*The mission of the Paso Robles CAB Collective is to educate media, trade and consumers on the quality of Cabernet Sauvignon and red Bordeaux varietals produced in Paso Robles, and to promote the varietals themselves, as well as the global marketing of Cabernet Sauvignon and red Bordeaux varietals from Paso Robles.*

## VISION

*The Paso Robles CAB Collective is a grass-roots organization which strives to promote the full potential of the Paso Robles appellation in producing superior quality, age-worthy, balanced, classic Cabernet Sauvignon and red Bordeaux varietals to consumers and media worldwide.*

Formed in 2012, the Paso Robles CAB (Cabernet and Bordeaux) Collective (PRCC) strives to promote the full potential of the Paso Robles AVA in producing superior quality, age-worthy, classic Cabernet Sauvignon and red Bordeaux varietals to consumers and media worldwide.

The Paso Robles CAB Collective has set out to confirm that the appellation's unique attributes provide the perfect condition to produce luscious, well-rounded red Bordeaux varietals that can compete with like-varietals on a global stage.

## 2016 PLAN

Throughout the course of 2016 and beyond, the PRCC will promote the quality of regional red Bordeaux varietals by hosting media, trade and consumer events in Paso Robles and other key locations throughout California. CABs of Distinction Media & Trade Events, held April 12 – 14 at the Allegretto Vineyard Resort, will feature panel discussions led by distinguished sommeliers; comparative tastings of top Bordeaux producing regions; En Primeur and current vintage tastings, and tours of member wineries and vineyards. Media, sommeliers, restaurateurs, retail buyers, and other trade from around the country will be invited to participate in the celebration. On October 15, the PRCC will host a consumer-focused event in Paso Robles with a tasting and dinner at the Allegretto Vineyard Resort as part of Harvest Wine Weekend. Out-of-area trade and consumer events which the PRCC will participate in span from San Diego, Los Angeles, Beverly Hills, Santa Barbara and more.

## OUR SUCCESS

The PRCC has received numerous articles written about our organization, generating over 386 million impressions. Top media included: *Examiner.com*, *Wine Business.com*, *Wine Enthusiast Magazine*, *The SOMM Journal*, *The Tasting Panel Magazine*, *The Hollywood Reporter*, *Wine Folly*, *Wine Spectator*, *Los Angeles Times*, *Wines & Vines* and more.

"Paso Robles is flexing its cabernet muscle with the Paso Robles Cabernet Collective, a coalition of Cabernet Sauvignon producers, in spite of skepticism from some industry insiders. If Napa is king, Paso Robles is the cab heir-apparent." Michael Cervin, *Hollywood Reporter* (April 2014)

"The Paso Robles CAB Collective is shining light on a new era of winemaking on California's Central Coast." Jonathan Cristaldi, *The Tasting Panel Magazine* (April 2014)

"Today sees renewed focus on Bordelais varieties bottled in the Paso Robles AVAs, thanks to the Paso Robles CAB Collective network." Matt Kettmann, *Wine Enthusiast Magazine* (November 2015)

"Love Cabernet from Paso Robles? Look into the Paso Robles CAB Collective for wineries making age-worthy, high quality wines." Lindsay Pomeroy, *Wine Folly* (July 2015)

By becoming a sponsor of the Paso Robles CAB Collective you will help us accomplish our mission to educate media, trade and consumers on the quality of Cabernet Sauvignon and Bordeaux varietals produced in Paso Robles AVA, to promote the varietals themselves, as well as the global marketing of Cabernet Sauvignon and red Bordeaux wines from Paso Robles. With your support we can all succeed.

# Meritage Sponsor

\$25,000

## SPONSORSHIP OPTIONS:

*Official 2016 Paso Robles  
CAB Collective Annual Sponsor*

*All sponsorship opportunities, at each level, can be customized to maximize your partnership and brand exposure.*

## MARKETING OPPORTUNITIES

- Advertisement in event program/tasting brochures
- Company named in PRCC E-blasts
- Opportunity to present your company at the annual membership meeting and network with winemakers and winery principals at events
- Product placement and/or distribution at member events
- Booth or table space at member events
- Access to media who are guests of the PRCC during the 2016 CABs of Distinction events, April 12 – 14
- Social Media Marketing: Facebook and Twitter
- Blog post on PRCC blog/web site
- Courtesy E-Flyers and updates for your social media outreach
- Logo in PRCC Newsletters

## HOSPITALITY AND VIP PRIVILEGES

- 10 tickets to the CABs of Distinction media/trade events, April 12 – 14
- 4 tickets to the CABs of Distinction consumer event, October 15
- 10 Tickets to Media/Trade BBQ
- Access for 4 guests to attend membership meetings and socials (August & December)
- PRCC Holiday Wine Gift Packs – The PRCC will provide 6 holiday gift packs with 2 bottles of premium CAB for you to share with your clients and vendors

## BRANDING OPPORTUNITIES

- Recognition at all 2016 PRCC events, in electronic press kit, and in all press releases.
- Company logo on all event lanyards throughout 2016, on all PRCC Member Wine Trail maps, on back cover of event brochures, on event posters, on print advertisements, and posted at event registration tables at all PRCC events.
- Web banner ad on PRCC website home page
- Top billing on the PRCC website sponsor page with a link to your company web site
- Full page, inside cover, ad in all official event tasting brochures throughout the year

# Cabernet Sponsor

\$15,000

## SPONSORSHIP OPTIONS:

*Fall media tour of  
Paso Robles CAB Country*

### MARKETING OPPORTUNITIES

- Company named in PRCC E-blasts
- Product placement and/or distribution at Member events
- Booth or table space at Member events
- Access to media who are guests of the PRCC
- Opportunity to host and network with winemakers and winery principals at member events
- Social Media Marketing: Facebook and Twitter
- Blog post on PRCC blog/web site
- Courtesy E-Flyers and updates for your social media outreach

### HOSPITALITY AND VIP PRIVILEGES

- 6 tickets to the CABs of Distinction media/trade events, April 12 – 14
- 2 tickets to the CABs of Distinction consumer event, October 15
- 6 Tickets to Media/Trade BBQ
- Access for 2 guests to attend membership meetings and socials (August & December)
- PRCC Holiday Wine Gift Packs – The PRCC will provide 3 holiday gift packs with 2 bottles of premium CAB for you to share with your clients and vendors

### BRANDING OPPORTUNITIES

- Logo in all event brochures, in official tasting booklets, and linked on the PRCC website.
- Half page ad in all official 2016 CABs of Distinction brochures
- Inclusion on event posters
- Recognition in electronic press kit, in event press releases, and at all member events

# Merlot Sponsor

\$10,000

## SPONSORSHIP OPTIONS:

1. *CABs of Distinction Trade & Media Panels*

2. *CABs of Distinction En Primeur & Current Vintage Tasting*

## MARKETING OPPORTUNITIES

- Company named in PRCC E-blasts
- Product placement and/or distribution at events
- Booth or table space at events
- Access to media who are guests of the PRCC
- Opportunity to host and network with winemakers and winery principals at member events
- Social Media Marketing: Facebook and Twitter
- Blog post on PRCC blog/web site
- Courtesy E-Flyers and updates for your social media outreach

## HOSPITALITY AND VIP PRIVILEGES

- 4 tickets to the CABs of Distinction media/trade events, April 12 – 14
- 4 Tickets to Media/Trade BBQ
- Access for 2 guests to attend membership meetings and socials (August & December)
- PRCC Holiday Wine Gift Packs – The PRCC will provide two holiday gift packs with two bottles of premium CAB for you to share with your clients and vendors

## BRANDING OPPORTUNITIES

- Title sponsor of sponsorship option chosen
- Logo in all event brochures, in official tasting booklets, and linked on the PRCC web site
- Inclusion on event posters and banners
- Recognition in electronic press kit, in event press releases, and at all member events

# Cab Franc Sponsor

\$7,500

## SPONSORSHIP OPTIONS:

1. *CABs of Distinction Trade & Media BBQ*

2. *August 2016 Paso Robles CAB Collective BBQ and Social*

## MARKETING OPPORTUNITIES

- Company named in PRCC E-blasts
- Product placement and/or distribution at events
- Opportunity to host and network with winemakers and winery principals at member events
- Social Media Marketing: Facebook and Twitter
- Blog post on PRCC blog/web site
- Courtesy E-Flyers and updates for your social media outreach

## HOSPITALITY AND VIP PRIVILEGES

- 4 tickets to the CABs of Distinction media/trade events, April 12 – 14
- 4 Tickets to Media/Trade BBQ
- Access for 2 guests to attend membership meetings and socials (August & December)

## BRANDING OPPORTUNITIES

- Title sponsor of option chosen
- Logo in all event brochures, in official tasting booklets, and linked on the PRCC web site
- Inclusion on event posters and banners
- Recognition in electronic media kit, and at all member events
- Recognition at all member events
- Company named in event press release
- Logo and link on PRCC web site

# *Malbec Sponsor*

**\$5,000**

## SPONSORSHIP OPTIONS:

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*Out-of-Area Trade &  
Consumer Events*

### **MARKETING OPPORTUNITIES**

- Product placement and/or distribution at member events
- Opportunity to network with winemakers and winery principals at member events
- Social Media Marketing: Facebook and Twitter
- Courtesy E-Flyers and updates for your social media outreach

### **HOSPITALITY AND VIP PRIVILEGES**

- 2 tickets to the CABs of Distinction media/trade events, April 12 – 14
- 2 Tickets to Media/Trade BBQ
- Access for 2 guests to attend membership meetings and socials (August & December)

### **BRANDING OPPORTUNITIES**

- Logo in all event brochures, in official tasting booklets, and linked on the PRCC web site
- Recognition at all member events

## *Petit Verdot Sponsor*

\$1,000

*Carmenère*

### **MARKETING OPPORTUNITIES**

- Product placement and/or distribution at member events
- Opportunity to network with winemakers and winery principals at member events
- Social Media Marketing: Facebook and Twitter
- Courtesy e-Flyers and updates for your social media outreach

### **HOSPITALITY AND VIP PRIVILEGES**

- 2 tickets to the CABs of Distinction media/trade events, April 12– 14
- 2 tickets to Media/Trade BBQ
- Access for 2 guests to attend membership meetings and socials (August & December)

### **BRANDING OPPORTUNITIES**

- Logo in all event brochures, in official tasting booklets, and linked on the PRCC web site
- Recognition at all member events

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In-kind Sponsorship (Package dependent upon level of support given)

# 2016 Sponsorship Registration

The PRCC is a nonprofit, grass-roots organization which strives to promote the full potential of the Paso Robles appellation in producing superior quality, age-worthy, balanced, classic Cabernet and red Bordeaux varietals to consumers and media worldwide. **Tax ID #: 46-1639273.**

This page may be emailed to **Linda Sanpei**, PRCC Executive Director, at [linda@parkersanpei.com](mailto:linda@parkersanpei.com)

*YES. We want to be a sponsor of the Paso Robles CAB Collective*

SPONSORSHIP LEVEL

*Meritage* \$25,000

*Cabernet* \$15,000

*Merlot* \$10,000

*Cab Franc* \$7,500

*Malbec* \$5,000

*Petit Verdot* \$1,000

*Carmenère (in-kind)* \_\_\_\_\_

COMPANY NAME		
CONTACT		
TITLE		
WEBSITE		
PHONE #	(Office)	(Mobile)
EMAIL		
MAILING ADDRESS		

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Please send check to: Paso Robles CAB Collective, 3940-7 Broad Street #301, San Luis Obispo, CA 93433

Sponsorship secured upon receipt of payment

# *PRCC Annual Event: CABs of Distinction*

## **CABs of Distinction Media & Trade Events**

Location: The Allegretto Vineyard Resort, Paso Robles  
Date: April 12 – 14, 2016



## **CABs of Distinction Tasting & Dinner Consumer-focused event**

Location: The Allegretto Vineyard Resort, Paso Robles  
Date: October 15, 2016

Celebrate harvest in Paso Robles with members of the Paso Robles CAB Collective at an elegant tasting of their red Bordeaux varietals, followed by a gourmet dinner among the vines at the luxurious Allegretto Vineyard Resort.



For more information on these events visit [pasoroblescab.com](http://pasoroblescab.com)

# 2016 Members\*

ADELAIDA  
CELLARS



*Bon Niche*  
CELLARS



BROKEN  
EARTH  
WINERY



DAOU  
VINEYARDS & WINERY



J. LOHR  
VINEYARDS & WINES



*LeCuvier*

Opolo  
VINEYARDS



*Sextant*

Vina  Robles



\*as of Jan 1, for a complete and current list of members visit [pasoroblescab.com](http://pasoroblescab.com)



*Thank you.*