

PASO ROBLES



CAB COLLECTIVE

*Cabernet & Red Bordeaux Wines*

— PERFECTED IN PASO ROBLES —

SPONSORSHIP PACKAGE

# About the PRCC

## MISSION

*The mission of the Paso Robles CAB Collective is to educate media, trade and consumers, and garner global acclaim for the quality of Cabernet Sauvignon and red Bordeaux varietals produced in Paso Robles.*

## VISION

*The Paso Robles CAB Collective is a grassroots 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 media, trade and consumers worldwide.*

More than half of the acres in Paso Robles Wine Country are planted to red Bordeaux varieties; CAB is king. Temperate days, cool nights and well-drained soils echo the best of the growing conditions of Bordeaux, France and Napa, California, inspiring local winemakers to produce world-class Cabernet Sauvignon, Cabernet Franc, Merlot, Petit Verdot, Malbec and spectacular red Bordeaux blends throughout the region's bucolic vineyard terrain.

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

The PRCC is a grassroots non-profit organization formed with the belief that the Bordeaux varieties of the Paso Robles AVA, and the subsequent quality of the wines, are worthy of international acclaim. As an organization governed and directed by representatives of the member wineries, the PRCC seeks to improve awareness regarding the distinctive attributes of Paso Robles Cabernet Sauvignon and red Bordeaux varietals through the education of media, retailers, restaurateurs and sommeliers who ultimately influence the buying consumer. This is done by hosting key influencers to the region for one-on-one experiences with the members of the PRCC, as well as by taking the wines on the road to key markets and events, while internally continuing to raise the quality of wines by sharing best practices. In its first five years of existence, media and trade recognition for the caliber of wines has led to increased production, distribution and sales.

The support of our sponsor partners has been irreplaceable and each is highly valued amongst PRCC members. It is our collective belief that all of our businesses will thrive as we continue to raise the tide of recognition for the region's Cabernets and red Bordeaux varietals.

As a sponsor of the Paso Robles CAB Collective you will help us accomplish our mission to educate trade, media and enthusiasts on the quality of Cabernet and red Bordeaux wines produced in Paso Robles, and to thrive as the most progressive and burgeoning wine region in North America.



## Critical Acclaim

“...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**, *The Hollywood Reporter*

“Want great California Cabernet? Try Paso Robles” — **Sara Schneider**, *Sunset Magazine*

“The Paso Robles CAB Collective is shining light on a new era of winemaking on California’s central coast” — **Jonathan Cristaldi**, *The Tasting Panel*

“A strong message was delivered at the Paso Robles CAB Collective phenolics conference: Paso is one of the world’s great Cabernet and red Bordeaux regions” — **Paul Hodgins**, *The Somm Journal*

“The Paso Robles CAB Collective proved, once again, that Paso Robles Cabernet Sauvignon and red Bordeaux-varietal wines compete with those from among the top growing regions across the globe”  
—*Wine Business Monthly*

“Today sees a renewed focus on Bordelais varieties bottled in the Paso Robles AVAs, thanks to the Paso Robles CAB Collective network” — **Matt Kettmann**, *Wine Enthusiast Magazine*

“Love Cabernet from Paso Robles? Look into the Paso Robles CAB (Cabernet Sauvignon and Bordeaux Collective) for wineries making age-worthy, high quality wines” — **Lindsay Pomeroy**, *Wine Folly*

“The non-profit (PRCC) felt that this appellation righteously deserved more attention. In fact, the world-class quality of its signature Cabernet Sauvignon and Bordeaux varietals is why Wine Enthusiast Magazine named Paso Robles Wine Region of the Year in 2013.” — **Kathy Strong**, *The Desert Sun, USA Today Network*

“I’m increasingly seeing incredible wines based largely on Cabernet Sauvignon, Petit Verdot, and other Bordeaux varieties from Paso Robles. While it may be hard for readers to believe, trust me when I tell you that these top-quality releases are a match for the best wines from California’s North Coast.” — **Jeb Dunnuck**, *Robert Parker’s Wine Advocate*

“When I looked at this region 30 years ago, I thought, ‘Will the region ever know success? Is this ever going to happen?’ But it is happening. It’s really one of the most exciting areas in California.” — **Bob Bath, MS**, *The SOMM Journal*

“Paso Robles is remarkable for its consistently high standards and its stylistic variation. It impresses more people each year as its product quality consistently increases.” — **Andrew Chalk**, *The Chalk Report*

# 2024 Board of Directors

## FOUNDING MEMBERS:

*DAOU Vineyards*  
*J. Lohr Vineyards & Wines*  
*JUSTIN Vineyards & Winery*  
*ADELAIDA Cellars*  
*Chateau Margene*  
*Eberle Winery*  
*Halter Ranch Vineyard*  
*Vina Robles Vineyards & Winery*

## PERMANENT BOARD SEATS:

*DAOU Vineyards*  
*J. Lohr Vineyards & Wines*  
*JUSTIN Vineyards & Winery*

The remaining six board seats are elected by members.



**Doug Filipponi**  
*Owner,*  
**Ancient Peaks Winery**  
PRCC President and  
PRCC Sponsorship Chair



**Douglas Ayres**  
*Owner,*  
**Allegretto Wines**  
PRCC Secretary



**José Alberto Santos**  
*Vice President of Enology and Viticulture,*  
**DAOU Vineyards**  
PRCC Vice President and  
PRCC Marketing Chair



**Gretchen Roddick**  
*Executive Vice President,*  
**Hope Family Wines**  
PRCC Treasurer and  
PRCC Marketing Co-chair



**Steve Peck**  
*Director of Winemaking,*  
**J. Lohr Vineyards & Wines**  
PRCC Sponsorship Co-chair



**Stephen Glunz**  
*General Manager,*  
**Glunz Family Winery & Cellars**  
PRCC Membership Co-chair



**Tom LeClair**  
*Head of Hospitality,*  
**JUSTIN Winery & Landmark Vineyards**  
PRCC Membership Chair



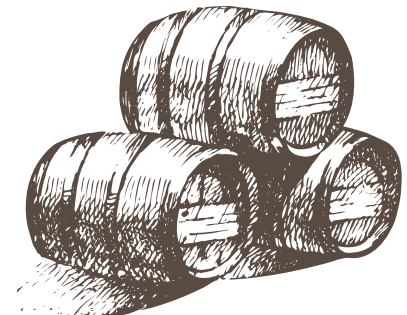
**Linda Sanpei**  
*Executive Director*



**Neeta Mittal**  
*Owner,*  
**LXV Wines**  
PRCC Marketing Committee



**Caine Thompson**  
*Managing Director, Sustainability Lead,*  
**Robert Hall Winery**  
PRCC Vit & Wine Committee Chair



# Member Wineries



BENOM



# PRCC Annual Events

## CAB Camp

*Member, Trade & Media Events*

March 4 -6, 2024

## Iconic CABs of Paso Robles

*Member & Sponsor Event*

March 25, 2024

## CAB Showdown

*Member & Sponsor Event*

August 29, 2024

## Annual Harvest Celebration

*Member & Sponsor Event*

November 14, 2024

## International CAB Symposium

*Member & Sponsor Event*

October 30- November 3, 2024

All dates subject to change.

Please refer to the website at [pasoroblescab.com](http://pasoroblescab.com) for the latest information.



# Sponsorship Opportunities & Benefits

*Yes! We want to sponsor the Paso Robles CAB Collective!*



*Join the PRCC*

Tax ID #: 46-1639273.

## SPONSORSHIP LEVELS & BENEFITS

### *Petit Verdot Sponsor: \$1,000*

- “Sponsored by” company logo on PRCC email signature • Network with winery principals & winemakers at events • Recognition in electronic press kit • Logo on PRCC website with link to homepage • Link to PRCC’s online sponsor page in monthly newsletter • Brand recognition on press releases • Logo included on PRCC annual report • 2 tickets to quarterly member/sponsor events • 15 wine-tasting-for-2 vouchers redeemable at member wineries

### *Malbec Sponsor: \$2,500*

#### **All of the above, plus:**

- Access to member contact details
- 2 curated posts on PRCC sponsor reel
- Feature in PRCC monthly newsletter
- 2 additional tickets (for a total of 4) to quarterly events
- 5 additional wine-tasting-for-2 vouchers (for a total of 20 vouchers) redeemable at member wineries
- Invitation to participate in Sponsor Marketplace with 3+ years of consecutive membership at this level

### *Cab Franc Sponsor: \$5,000*

#### **All of the above, plus:**

- 1 additional post on PRCC sponsor reel (for a total of 3)
- 2 additional tickets (for a total of 6) to quarterly events
- 5 additional wine-tasting-for-2 vouchers (for a total of 25 vouchers) redeemable at member wineries
- Invitation to participate in Sponsor Marketplace
- Video spotlight on PRCC social media & website
- Newsletter showcase with video link

### *Merlot Sponsor: \$10,000*

#### **All of the above, plus:**

- Branding recognition at CAB Camp member/sponsor/trade/media event
- Customizable sponsorship opportunities
- 1 additional post on PRCC sponsor reel (for a total of 4)
- 2 additional tickets (for a total of 6) to quarterly events
- 1 VIP Tasting Experience for 4, redeemable at PRCC member wineries

### *Meritage Sponsor: \$15,000*

#### **All of the above, plus:**

- 2 nights at the Allegretto Vineyard Resort in Paso Robles
- Brand recognition at Annual Kickoff, CAB Showdown, and Harvest events
- Brand recognition on all materials
- Private lunch with members of the Board of Directors
- 2 additional tickets (for a total of 8) to quarterly events
- 1 additional VIP Tasting Experience for 4 (for a total of 2 experiences), redeemable at PRCC member wineries

### *Cabernet Sponsor: \$25,000*

#### **All of the above, plus:**

- Annual title sponsor of the PRCC
- Top billing on PRCC website
- Company logo on 2023 event lanyards
- Brand recognition at all events
- 2 additional nights at the Allegretto Vineyard Resort in Paso Robles (for a total of 4 nights)
- 500-750 word article feature in Tasting Panel Magazine
- Curated winery tours for your clients
- 2 additional tickets (for a total of 10) to quarterly events
- 2 additional VIP Tasting Experience for 4 (for a total of 4 experiences), redeemable at PRCC member wineries



*Thank you*

