



PASO ROBLES



CAB COLLECTIVE

Cabernet & Red Bordeaux Wines

— PERFECTED IN PASO ROBLES —

2020 AFFILIATE MEMBERSHIP 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.

“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* (August 2016)

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-variety wines compete with those from among the top growing regions across the globe” — Wine Business Monthly

“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*

“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 varieties 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*

PRCC Annual Events

2020 Kick-Off Party

Member & Sponsor Event

January 9, 2020

Wine Speak

Member & Sponsor Event

January 13-16, 2020

CAB Camp

Member, Sponsor, Trade & Media Events

March 29 - April 1, 2020

CAB Showdown & Sponsor Panel Presentation

Member & Sponsor Event

June 4, 2020

Winemakers Cook-Off BBQ

Member & Sponsor Event

August 8, 2020

Marketing Retreat

Member Event

November 5, 2020

For more information on these events visit pasoroblescab.com



Board of Directors

FOUNDING MEMBERS:

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

*The remaining four board seats are elected
by members.*



Doug Filipponi

Co-owner,
Ancient Peaks Winery
2017-2020, PRCC President



Marcy Eberle

Co-owner,
Eberle Winery
2018-2019



Cynthia Lohr

Co-owner, Trade & Brand Advocate,
J. Lohr Vineyards & Wines
Permanent Board Seat,
PRCC Vice President



Gretchen Roddick

General Manager,
Hope Family Wines
2020-2022



Maeve Pesquera

Senior Vice President,
DAOU Vineyards & Winery
Permanent Board Seat,
PRCC Marketing Committee Chair



Damian Grindley

Proprietor & Winemaker,
Brecon Estate
2019-2020



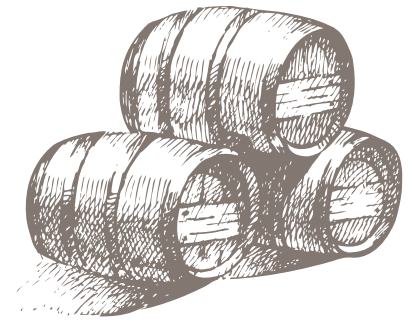
JUSTIN Vineyards & Winery

Permanent Board Seat PRCC
Membership Committee Chair



Linda Sanpei

Executive Director
2012- present



2019 Members

ADELAIDA
VINEYARDS & WINERY



ANCIENT
PEAKS
WINERY



CALCAREOUS
VINEYARD



DAOU
VINEYARDS & WINERY



H
HEARST
RANCH
WINERY

J. LOHR
VINEYARDS & WINES



NINER
WINE ESTATES

Opolo



ROBERT
HALL
WINERY

ROTTA

SAN ANTONIO
WINERY
ESTABLISHED 1917

Sextant

SIXMILEBRIDGE



TREANA



Cabernet Sponsor

\$25,000

*Title Sponsor of the
Paso Robles CAB Collective*

MARKETING & BRANDING OPPORTUNITIES

- **Company logo on 2020 event lanyards**
- **Top billing on the PRCC website**
- Your company video link on PRCC website
- Panel seat opportunity at CAB Showdown, June 4
- Access to member contact details
- Posts on PRCC Facebook and Instagram with content you provide **(6 posts)**
- Guest blogs on PRCC website with content and images shared on the monthly newsletter (2 blogs)
- New affiliate member spotlight in the PRCC's monthly newsletter
- Network with winery principals and winemakers at events
- Recognition in electronic press kit
- Logo on the PRCC website with link to your homepage
- Logo on the PRCC monthly newsletter
- Brand recognition **on all marketing materials** and press releases
- Logo inclusion in PRCC Annual Report

SPECIAL EVENTS ACCESS

- Annual Kick-off Reception, January 9 **(8 tickets)**
- **VIP 4-day passes to Wines of the World, Wine Speak Grand Tasting, January 14 (4 tickets)**

- CAB Camp Grand Tasting, March 31 **(10 tickets)**
- CAB Shootout and Panel Discussion, June 4 (10 tickets)
- Winemakers Cook Off & BBQ, August 8 (6 tickets)
- Private lunch with member of the Board of Directors

SPONSORSHIP OPTIONS WITH SPECIAL RECOGNITION

- **Annual Title Sponsor of the Paso Robles CAB Collective - branding and recognition at all PRCC events**
- **Display your brand at the Annual Shootout**
- Wine Education Series at top universities; branding on all materials
- "Sponsored by" company logo on CAB Collective email signature throughout the year

ADDITIONAL MEMBER BENEFITS

- **(6) room nights at the Allegretto Vineyard Resort**
- **500-750 Word article with images on the topic of your choice in Tasting Panel Magazine**
- Customizable sponsorship opportunities
- (5) PRCC affiliate member cards that entitle holder to (4) complimentary tastings at each member winery
- Special pricing of member wines with your PRCC Affiliate card

Benefits that appear in bold are not available at the lower sponsorship level.

Meritage Sponsor

\$15,000

MARKETING & BRANDING OPPORTUNITIES

- **Your company video link on PRCC website**
- Panel seat opportunity at CAB Showdown, June 4
- Access to member contact details
- Posts on PRCC Facebook and Instagram with content you provide **(8 posts)**
- Guest blogs on PRCC website with content and images shared on the monthly newsletter **(3 blogs)**
- New affiliate member spotlight in the PRCC's monthly newsletter
- Network with winery principals and winemakers at events
- Recognition in electronic press kit
- Logo on the PRCC website with link to your homepage
- Logo on the PRCC monthly newsletter
- Brand recognition on all press releases
- Logo inclusion in PRCC Annual Report

SPECIAL EVENTS ACCESS

- Annual Kick-off Reception, January 9 (6 tickets)
- VIP tickets to Wines of the World, Wine Speak Grand Tasting, January 14 **(6 tickets)**
- CAB Camp Grand Tasting, March 31 **(8 tickets)**

- CAB Shootout and Panel Discussion, June 4 (8 tickets)
- Winemakers Cook Off & BBQ, August 8 (6 tickets)
- **Private lunch with member of the Board of Directors**

SPONSORSHIP OPTIONS WITH SPECIAL RECOGNITION

- **Sponsor of the Annual Kick-off Reception, January 9 | Branding on materials on display**
- Sponsor of one of the Wine Education Series at top universities; branding on all materials
- Co-sponsor CAB Shootout and Panel Discussion, June 4
- "Sponsored by" company logo on CAB Collective email signature throughout the year

ADDITIONAL MEMBER BENEFITS

- **(4) room nights at the Allegretto Vineyard Resort**
- Customizable sponsorship opportunities
- (4) PRCC affiliate member cards that entitle holder to (4) complimentary tastings at each member winery
- Special pricing of member wines with your PRCC Affiliate card

Benefits that appear in bold are not available at the lower sponsorship level.

Merlot Sponsor

\$10,000

MARKETING & BRANDING OPPORTUNITIES

- Panel seat opportunity at CAB Showdown, June 4
- Access to member contact details
- Posts on PRCC Facebook and Instagram with content you provide **(6 posts)**
- Guest blogs on PRCC website with content and images shared on the monthly newsletter (2 blogs)
- New affiliate member spotlight in the PRCC's monthly newsletter
- Network with winery principals and winemakers at events
- Recognition in electronic press kit
- Logo on the PRCC website with link to your homepage
- Logo on the PRCC monthly newsletter
- Brand recognition on all press releases
- Logo inclusion in PRCC Annual Report

SPECIAL EVENTS ACCESS

- Annual Kick-off Reception, January 9 **(6 tickets)**
- VIP tickets to Wines of the World, Wine Speak Grand Tasting, January 14 **(4 tickets)**
- CAB Camp Grand Tasting, March 31 **(6 tickets)**

- CAB Shootout and Panel Discussion, June 4 (6 tickets)
- Winemakers Cook Off & BBQ, August 8 **(6 tickets)**

SPONSORSHIP OPTIONS WITH SPECIAL RECOGNITION

- **Sponsor of CAB Camp Grand Tasting, March 31**
- **Video sponsor, product placement or logo placement in one videos**
- **"Sponsored by" company logo on CAB Collective email signature throughout the year**
- Sponsor of one of the Wine Education Series at top universities; branding on all materials
- Co-sponsor CAB Shootout and Panel Discussion, June 4

ADDITIONAL MEMBER BENEFITS

- **Customizable sponsorship opportunities**
- (3) PRCC affiliate member cards that entitle holder to (4) complimentary tastings at each member winery
- Special pricing of member wines with your PRCC Affiliate card

Benefits that appear in bold are not available at the lower sponsorship level.

Cab Franc Sponsor

\$5,000

MARKETING & BRANDING OPPORTUNITIES

- **Panel seat opportunity at CAB Showdown, June 4**
- Access to member contact details
- Posts on PRCC Facebook and Instagram with content you provide **(4 posts)**
- Guest blogs on PRCC website with content and images shared on the monthly newsletter **(2 blogs)**
- New affiliate member spotlight in the PRCC's monthly newsletter
- Network with winery principals and winemakers at events
- Recognition in electronic press kit
- Logo on the PRCC website with link to your homepage
- Logo on the PRCC monthly newsletter
- Brand recognition on all press releases
- Logo inclusion in PRCC Annual Report

SPECIAL EVENTS ACCESS

- Annual Kick-off Reception, January 9 **(4 tickets)**
- **VIP tickets to Wines of the World, Wine Speak Grand Tasting, January 14 (2 tickets)**
- CAB Camp Grand Tasting, March 31 **(4 tickets)**

- CAB Shootout and Panel Discussion, June 4 (6 tickets)
- Winemakers Cook Off & BBQ, August 8 **(4 tickets)**

SPONSORSHIP OPTIONS WITH SPECIAL RECOGNITION

- **Sponsor of one of the Wine Education Series at top universities; branding on all materials**
- **Co-sponsor CAB Shootout and Panel Discussion, June 4**

ADDITIONAL MEMBER BENEFITS

- (2) PRCC affiliate member cards that entitle holder to (4) complimentary tastings at each member winery
- Special pricing of member wines with your PRCC Affiliate card

Benefits that appear in bold are not available at the lower sponsorship level.

Malbec Sponsor

\$2,500

MARKETING & BRANDING OPPORTUNITIES

- Access to member contact details
- Posts on PRCC Facebook and Instagram with content you provide (2 posts)
- Guest blogs on PRCC website with content and images shared on the monthly newsletter (1 blog)
- New affiliate member spotlight in the PRCC's monthly newsletter
- Network with winery principals and winemakers at events
- Recognition in electronic press kit
- Logo on the PRCC website with link to your homepage
- Logo on the PRCC monthly newsletter
- Brand recognition on all press releases
- Logo inclusion in PRCC Annual Report

SPECIAL EVENTS ACCESS

- Annual Kick-off Reception, January 9 (2 tickets)
- **CAB Camp Grand Tasting, March 31 (2 tickets)**
- CAB Shootout and Panel Discussion, June 4 (4 tickets)
- **Winemakers Cook Off & BBQ, August 8 (2 tickets)**

SPONSORSHIP OPTIONS WITH SPECIAL RECOGNITION

- Co-sponsor of grant underwriting

ADDITIONAL MEMBER BENEFITS

- (1) PRCC affiliate member card that entitle holder to (4) complimentary tastings at each member winery
- Special pricing of member wines with your PRCC Affiliate card

Benefits that appear in bold are not available at the lower sponsorship level.

Petit Verdot Sponsor

\$1,000

MARKETING & BRANDING OPPORTUNITIES

- Network with winery principals and winemakers at events
- Recognition in electronic press kit
- Logo on the PRCC website with link to your homepage
- Logo on the PRCC monthly newsletter
- Brand recognition on all press releases
- Logo inclusion in PRCC Annual Report

SPECIAL EVENTS ACCESS

- Annual Kick-off Reception, January 9 (2 tickets)
- CAB Shootout and Panel Discussion, June 4 (2 tickets)

2020 Affiliate Membership Registration

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. **Tax ID #: 46-1639273.**

This page may be emailed to
concierge@pasoroblescab.com

YES, we want to be an affiliate member of the Paso Robles CAB Collective

SPONSORSHIP LEVEL (Check One)

Cabernet \$25,000

Meritage \$15,000

Merlot \$10,000

Cab Franc \$5,000

Malbec \$2,500

Petit Verdot \$1,000

Enthusiast (in-kind) _____

COMPANY NAME _____

WEBSITE _____

	PRIMARY CONTACT	LOCAL CONTACT	BILLING CONTACT
NAME			
TITLE			
PHONE			
EMAIL			
MAILING ADDRESS			

EMAIL A COPY OF YOUR LOGO IN .EPS, .JPG OR .PNG FORMAT TO CONCIERGE@PASOROBLESCAB.COM

SIGNATURE _____ DATE _____

Please send check to: Paso Robles CAB Collective, 3940-7 Broad Street #301, San Luis Obispo, CA 93401

Benefits initiated upon receipt of payment

A photograph of a vineyard at dusk or dawn. In the foreground, rows of grapevines are visible, with clusters of dark blue grapes hanging from the vines. The ground is covered in dry leaves and soil. In the background, a valley stretches out, showing rolling hills and a small town. The sky is filled with colorful clouds in shades of blue, orange, and yellow.

Thank you