



PASO ROBLES



CAB COLLECTIVE

*Cabernet & Red Bordeaux Wines*

— PERFECTED IN PASO ROBLES —

2019 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.

*“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-variatal 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 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*



# *PRCC Annual Events*

## **Wine Segmentation**

*Member Event*

February 8, 2019

## **CAB Camp**

*Member, Sponsor, Trade & Media Events*

March 31 - April 3, 2019

## **Vintners Tech Symposium**

*Member Event*

April 12, 2019

## **Educational Workshops & Sponsor Panels**

*Member & Sponsor Event*

June 6, 2019

## **Winemakers Cook-Off BBQ**

*Member & Sponsor Event*

August 10, 2019

## **Marketing Retreat**

*Member Event*

November 7, 2019

## **2020 Kick-Off Party**

*Member & Sponsor Event*

January 16, 2020

For more information on these events visit [pasoroblescab.com](https://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; two each year on a rotating schedule.*



### Doug Filipponi

*Co-owner, Ancient Peaks Winery*  
2017-2018, 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



### Austin Hope

*President, Hope Family Wines*  
2018-2019



### Maeve Pesquera

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



### Damian Grindley

*Proprietor & Winemaker, Brecon Estate*  
2019-2020



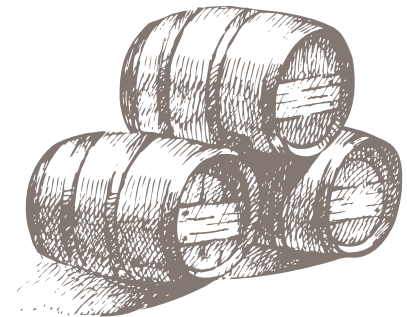
### Matt Steel

*General Manager, JUSTIN Winery & Landmark Vineyards*  
Permanent Board Seat,  
PRCC Membership Committee Chair



### Linda Sanpei

*Executive Director*  
2012- present





# 2018 Members

ADELAIDA  
VINEYARDS & WINERY



ANCIENT  
PEAKS  
WINERY



DAOU  
VINEYARDS & WINERY



NINER  
WINE ESTATES

Opolo



20TTA

SAN  
ANTONIO  
WINERY  
ESTABLISHED 1917

Sextant



TREANA





# *Cabernet Sponsor*

## *\$25,000*

### SPONSORSHIP OPTIONS:

*Title Sponsor of the  
Paso Robles CAB Collective*

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

### MARKETING ENGAGEMENT

- Contact list of member wineries and personal introductions
- Opportunity to present your company at the annual marketing retreat and network with winery principals and winemakers at events
- Product placement and/or distribution at member events
- Monthly post on PRCC Facebook and Instagram accounts
- Four guest blogs on PRCC website
- Logo with link in PRCC newsletters and on website

### HOSPITALITY AND VIP PRIVILEGES

- Access to membership events
- Ten tickets to the annual member and sponsor BBQ
- Ten tickets to the annual members and sponsors workshop

### • BRANDING OPPORTUNITIES

- Recognition in electronic press kit and all press releases
- Company logo on 2019 event lanyards
- Top billing on the PRCC website sponsor page with link to your homepage
- Video displayed on PRCC website and social media
- Other opportunities to meet your needs



# Meritage Sponsor

## \$15,000

### SPONSORSHIP OPTIONS:

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1. *Title sponsor of the annual BBQ*
2. *Title sponsor of the annual members and sponsors workshop*

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

### MARKETING ENGAGEMENT

- Contact list of member wineries
- Opportunity to network with winery principals and winemakers at events
- Product placement and/or distribution at member events
- Quarterly post on PRCC Facebook and Instagram accounts
- Three guest blogs on PRCC website
- Logo with link in PRCC newsletters and on website
- Guest article in a monthly newsletter
- Panel seat and presentation at members and sponsors workshop

### HOSPITALITY AND VIP PRIVILEGES

- Access to membership events
- Six tickets to the annual member and sponsor BBQ
- Six tickets to the annual members and sponsors workshop

### • BRANDING OPPORTUNITIES

- Recognition in electronic press kit and all press releases
- Logo on the PRCC website with link to your homepage
- Other opportunities to meet your needs

# Merlot Sponsor

\$10,000

## SPONSORSHIP OPTIONS:

1. *Title sponsor of the wine segmentation*
2. *Video production sponsor*
3. *Grant writing sponsor*
4. *VIP Tent sponsor at annual BBQ*
5. *CAB Camp gathering or dinner sponsor*

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

## MARKETING ENGAGEMENT

- Contact list of member wineries
- Opportunity to network with winery principals and winemakers at events
- Product placement and/or distribution at member events
- Semi-annual post on PRCC Facebook and Instagram accounts
- Two guest blogs on PRCC website
- Logo with link in PRCC newsletters and on website
- Guest article in a monthly newsletter
- Panel seat and presentation at members and sponsors workshop

## HOSPITALITY AND VIP PRIVILEGES

- Access to membership events
- Four tickets to the annual member and sponsor BBQ
- Four tickets to the annual members and sponsors workshop

## • BRANDING OPPORTUNITIES

- Recognition in electronic press kit and all press releases
- Logo on the PRCC website with link to your homepage
- Other opportunities to meet your needs



# *Cab Franc Sponsor*

## *\$5,000*

### SPONSORSHIP OPTIONS:

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- 1. Photography sponsor*
- 2. CAB Camp gathering or dinner sponsor*

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

### MARKETING ENGAGEMENT

- Contact list of member wineries
- Opportunity to network with winery principals and winemakers at events
- Product placement and/or distribution at member events
- Semi-annual post on PRCC Facebook and Instagram accounts
- Two guest blogs on PRCC website
- Logo with link in PRCC newsletters and on website
- Guest article in a monthly newsletter

### HOSPITALITY AND VIP PRIVILEGES

- Access to membership events
- Four tickets to the annual member and sponsor BBQ
- Two tickets to the annual members and sponsors workshop

### BRANDING OPPORTUNITIES

- Recognition in electronic press kit and all press releases
- Logo on the PRCC website with link to your homepage
- Other opportunities to meet your needs

# *Malbec Sponsor*

## **\$2,500**

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

### **MARKETING ENGAGEMENT**

- Contact list of member wineries
- Opportunity to network with winery principals and winemakers at events
- Product placement and/or distribution at member events
- Post on PRCC Facebook and Instagram accounts
- One guest blog on PRCC website
- Logo with link in PRCC newsletters and on website

### **HOSPITALITY AND VIP PRIVILEGES**

- Access to membership events
- Two tickets to the annual member and sponsor BBQ
- Two tickets to the annual members and sponsors workshop

### **BRANDING OPPORTUNITIES**

- Recognition in electronic press kit and all press releases
- Logo on the PRCC website with link to your homepage



## *Petit Verdot Sponsor*

\$1,000

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

### **MARKETING ENGAGEMENT**

- Opportunity to network with winery principals and winemakers at events
- Product placement and/or distribution at member events
- Logo with link in PRCC newsletters and on website

### **BRANDING OPPORTUNITIES**

- Recognition in electronic press kit and all press releases
- Logo on the PRCC website with link to your homepage

### **HOSPITALITY AND VIP PRIVILEGES**

- Access to membership events
- Two tickets to the annual member and sponsor BBQ
- Two tickets to the annual members and sponsors workshop

# 2019 Sponsorship 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](mailto:concierge@pasoroblescab.com)**

☐ **YES, we want to be a sponsor 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](mailto:CONCIERGE@PASOROBLESCAB.COM)

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

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

**Sponsorship 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 branches. The ground is covered in dry, brown leaves and soil. In the background, a valley stretches out, showing rolling hills and a small town or village. The sky is filled with soft, colorful clouds in shades of blue, purple, and orange, suggesting the time is either early morning or late evening. The overall mood is peaceful and scenic.

*Thank you*