

A close-up photograph of a cluster of dark blue grapes, likely Cabernet Sauvignon, with a thin white border overlaying the center. The grapes are in sharp focus, showing their natural texture and some minor blemishes. A white logo is centered over the grapes, consisting of the words "PASO ROBLES" at the top, a stylized "CC" in the middle, and "CAB COLLECTIVE" at the bottom. Below the logo, the text "Cabernet & Red Bordeaux Varietals" is written in a cursive font, followed by "— PERFECTED IN PASO ROBLES —" in a sans-serif font. At the bottom, a white box contains the text "2016 SPONSORSHIP PACKAGE".

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 lead 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:

*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

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

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

2016 Members*

ADELAIDA
CELLARS



Bon Niche
CELLARS



BROKEN
EARTH
WINERY



DAOU
VINEYARDS & WINERY



J. LOHR
VINEYARDS & WINES



Le Cuvier

Opolo
VINEYARDS



Sextant



*as of Jan 1, for a complete and current list of members visit pasoroblescab.com

A photograph of a vineyard at dusk or dawn. In the foreground, a dirt path leads away from the viewer, flanked by rows of grapevines. The vines are covered in large green leaves and clusters of dark, ripe grapes. The background shows rolling hills and a distant mountain range under a sky with soft, colorful clouds. The text "Thank you." is overlaid in the center of the image.

Thank you.