

# SONOMA COUNTY VINTNERS VISA SIGNATURE® PROGRAM FORM



Visa Signature® and Visa Infinite®, in partnership with Sonoma County Vintners, offers wineries the chance to drive cardholders to visit their direct-to-consumer tasting room through the Visa Signature Tasting Room Benefits offer AND offers brand exposure at winemaker dinners in major markets across the country.

In order to participate, you must have a DTC Tasting Room and offer the following benefits\* to consumers with a Visa Signature card at your tasting room:

- **Purchase 1 standard tasting using a Visa Signature or Visa Infinite card and receive 1 complimentary tasting of equal or lesser value**
- Preferred pricing on non-wine purchases over \$50, where applicable
- Savings on wine purchased same day in the Tasting Room
- Savings on Reserve tasting or special wine and food pairings

\*Offers as of January 1, 2018

## WINERY ENROLLMENT FORM

YES! I would like to participate in the Visa Signature Program. \*\*

Winery / Brand: \_\_\_\_\_

### INTERNATIONAL PROGRAM CONTACT

Please provide a hospitality manager contact for information regarding the Tasting Room Benefits program and a marketing/ winery principal contact for Visa Signature Winemaker Dinner Opportunities.

#### HOSPITALITY CONTACT:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

#### WINERY PRINCIPAL CONTACT:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

\*\*There is no cost to participate in this program. All wineries must submit tracking data to Sonoma County Vintners from their Tasting Room monthly in order to participate. If at any time you choose to withdraw from the program, a 60-Day Written Notice will be required.

Please email completed form to Jesslyn Jackson, Director of Membership & International Programs at [jesslyn@sonomawine.com](mailto:jesslyn@sonomawine.com) or mail to Sonoma County Vintners at 400 Aviation Boulevard, Suite 500, Santa Rosa, CA 95403