



GROWING OUR REGION.
ELEVATING OUR INDUSTRY.
STRENGTHENING OUR FUTURE.



APPLICATION FOR MEMBERSHIP

CONTRA COSTA WINEGROWERS ASSOCIATION

United in Growing a World-Class Wine Region



The Contra Costa Winegrowers Association was founded to promote grape growing and wine production throughout the county, firmly establishing the Contra Costa AVA as a premium wine-producing region.

Promoting:

- Winegrape Growing
- Winemaking
- Ag-Tourism
- Hospitality
- Economic Development
- The Contra Costa AVA



www.ccwinegrowers.com

[@ccwinegrowers](https://www.instagram.com/ccwinegrowers)





Our Mission



The Contra Costa Winegrowers Association (CCWA) exists to promote, protect, and advance grape growing and wine production throughout Contra Costa County while positioning the Contra Costa AVA as one of California's premier wine destinations.

Our Vision



To create a thriving and sustainable wine region that supports growers, wineries, hospitality partners, local businesses, and visitors while preserving our agricultural heritage for future generations.

Together We Can:

- ✓ Increase tourism
- ✓ Support local vineyards and wineries
- ✓ Advocate for agricultural preservation
- ✓ Attract grant funding
- ✓ Promote regional branding
- ✓ Increase consumer awareness
- ✓ Strengthen the local economy
- ✓ Build a unified voice for our industry



What Membership Makes Possible



Marketing & Promotion

CCWA actively promotes members through:

- Social media campaigns
- Website directory listings
- Regional tourism promotion
- Event marketing
- Press opportunities
- Storytelling and content creation
- Cooperative advertising opportunities
- Public relations support



Events

Participation opportunities include:

- Wine Tasting Trolley Tours
- Vintner Dinners
- Community Festivals
- Media Events
- Educational Programs
- Tourism Initiatives



Industry Collaboration

Members gain access to:

- Networking opportunities
- Industry partnerships
- Educational workshops
- Industry insights
- Shared best practices
- Collaborative events

Advocacy

CCWA serves as a collective voice for:

- Agricultural preservation
- Wine industry initiatives
- Tourism development
- Regional branding
- Economic development opportunities
- Grant funding opportunities





Building the AVA Together



Membership is more than paying dues.

Our collective success depends on every member actively helping promote the Contra Costa AVA.

Industry Member Expectations

Industry Members agree to:

- ✓ Display the Contra Costa AVA whenever appropriate
- ✓ Include CCWA information on websites and marketing materials
- ✓ Share CCWA events and initiatives through social media
- ✓ Attend meetings when possible
- ✓ Volunteer at association events
- ✓ Help educate visitors about our region
- ✓ Participate in collaborative marketing efforts
- ✓ Serve as ambassadors for Contra Costa wine country

Why This Matters

Every time a winery, vineyard, tasting room, restaurant, or hospitality partner tells the story of the Contra Costa AVA, the entire region becomes stronger. The more unified our message, the greater our impact.





Membership Levels



Industry Member

For:

- Vineyards
- Growers
- Wineries
- Wine Producers
- Industry Professionals

Benefits:

- Board eligibility
- Marketing participation
- Event participation
- Industry advocacy

\$150 Annually

Associate Member

For:

- Restaurants
- Hotels
- Tourism Partners
- Retailers
- Agricultural Service Providers

Benefits:

- Meeting participation
- Marketing opportunities
- Networking
- Event participation

\$75 Annually

Enthusiast Member

For:

- Wine lovers
- Community supporters
- Volunteers

Benefits:

- Event access
- Educational opportunities
- Association updates

\$50 Individual | \$75 Couple - Annually

Frequently Asked Questions



What is an AVA?

AVA stands for American Viticultural Area. An AVA identifies a unique wine-growing region with distinct geographic and climatic characteristics.

Contra Costa County is proudly recognized as the Contra Costa AVA.



Why is the AVA important?

The AVA:

- Protects regional identity
- Builds consumer awareness
- Supports tourism
- Enhances credibility
- Helps market local wines

How can I help promote the AVA?

Members can:

- Mention the AVA on websites
- Include it in tasting room experiences
- Share social media content
- Participate in events
- Educate customers



How is CCWA funded?

CCWA is a volunteer-led nonprofit supported through:

- Membership dues
- Sponsorships
- Fundraising events
- Grants
- Donations

What does CCWA do with membership dues?

Dues help fund:

- Marketing initiatives
- Event production
- Regional promotion
- Advocacy efforts
- Educational programs
- Administrative operations





Membership Application

Join the Contra Costa Winegrowers Association

Membership Year – fiscal year is **July 1st – June 30th**

Membership Type:

- ☐ Industry Member – \$150
- ☐ Associate Member – \$75
- ☐ Enthusiast Member – \$50
- ☐ Enthusiast Couple – \$75

Membership fees are Due July 1st. Any Membership dues received after July 10th will be assessed a \$50 fee.

Name: _____

Business: _____

Title: _____

Email: _____

Phone: _____

Website: _____

Address: _____

City: _____

State: _____

Zip: _____

Social Media Handles: _____

Instagram: _____

Facebook: _____



Member Partnership Commitment

By joining the Contra Costa Winegrowers Association, I understand that membership is a partnership intended to strengthen the Contra Costa AVA and support the continued growth of our local wine industry.

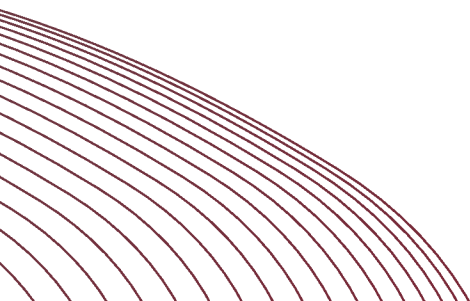
I/We agree to:

- ☐ Support the promotion of the Contra Costa AVA
- ☐ Share CCWA initiatives when appropriate
- ☐ Serve as a positive ambassador for our region
- ☐ Encourage collaboration among members
- ☐ Support the preservation and advancement of local agriculture

Signature: _____

Printed Name: _____

Date: _____



Contact Information

Contra Costa Winegrowers Association

Website:

ccwinegrowers.com

Instagram:

[@ccwinegrowers](https://www.instagram.com/ccwinegrowers)

Facebook:

Contra Costa Winegrowers Association

Email:

ccwinegrowers@gmail.com

Make Checks Payable to Contra Costa Winegrowers Association

Mail Membership Checks to:

2030 Newton Dr.

Brentwood ca. 94513

