



Headliner Winery Program

www.rocknrollwine.com

What is It?

The Headliner Winery Program is a creative wine sales and marketing program designed to assist wineries in increasing product sales and exposure to a young professional demographic. By combining our unique wine tasting/live music events with an innovative cash voucher program called Rock 'n Roll Wine Bucks, we've developed a system with true quantifiable results.

more info: www.wineamplified.com/wineries.html

How Do I Participate?

There are several ways to participate in our Headliner Winery program, starting as our basic Headliner Winery:

Headliner Winery:

- Table / Booth featuring your wines at tasting event
- Your winery's logo(s) featured and hot linked on www.rocknrollwine.com (6,000+ unique visitors/ month)
- Your wines uniquely matched to music in event tasting notes given to all attendees
- Your wines featured in event emails (12,000+ impressions)
- Your wines included in monthly **Rock 'n Roll Wine Buck Program**, offering **\$10 vouchers towards the purchase of your wines** at local retailers

Requirement - product donation (4 varietals max)

Headliner Winery Plus Spotlight Wine:

- All Headliner Winery benefits
- Your wine as the *exclusive featured spotlight wine* of the month
- Your wine featured for one month on 500x72 pixel banner ad with link (40,000+ impressions)
- Your wine featured in event email write up with link sent directly to our highly qualified database (12,000+ impressions)
- Your wine featured on ½ page black and white ad in event tasting notes given to each event attendee

Requirement – contact us

Headliner Winery Plus Spotlight Wine Club:

- All Headliner Winery benefits
- Your wine club as the *exclusive featured spotlight wine* club for one month
- Your wine club featured for one month on 500x72 pixel banner ad with link (40,000+ impressions)
- Your wine club featured in event email write up with link sent directly to our highly qualified database (12,000+ impressions)
- Your wine club featured on ½ page black and white ad in event tasting notes given to each event attendee

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A la Carte Options:

- Your winery advertisement inserted in event tasting sheet 5.5x8.5"
- Your winery featured on stage banner
- Your winery logo on all tasting cups
- Your winery logo on all photos in website photo gallery, generating 50,000+ impressions as a part of the website's most popular section. Photos will remain in the event photo gallery in perpetuity.

Contact Kate Fullen for more information: 702-240-3066 or kate@rocknrollwine.com

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