

OREGON

WINE TRAIL

2020 Marketing Toolkit
San Francisco / Seattle



Hi Friend,

Thank you for partnering with the Oregon Wine Board on our Oregon Wine Trail events. In order to ensure success, we strongly encourage all partners to promote their participation. Outreach to your fan base and club members is critical to reaching the greatest audience possible.

This toolkit contains everything you need to share the event through your social media channels, newsletters, websites and more. Please start promoting your event(s) as soon as tickets are available (don't worry, we'll tell you when that is). Thank you in advance for helping us make the Oregon Wine Trail a great experience for all.

Cheers,

**Kai McMurtry & Christina DeArment
Oregon Wine Board**

CONSUMER TICKETS

We invite you to offer your wine club members and newsletter subscribers \$65 tickets, a partner savings of \$30 off the general admission price.

Share the promo code below to unlock partner tickets on Eventbrite. Please do not post the code on your social channels or website.

San Francisco – March 4

Enter promo code: Farmhand
Promotion Period: through Feb. 29

**Terra Gallery
511 Harrison St
San Francisco, CA**

Seattle – May 11

Enter promo code: Farmhand
Promotion Period: through Apr. 30

**Block 41
115 Bell St
Seattle, WA**

TRADE INVITES

If you have trade contacts in either market you'd like us to invite, please send their email and affiliation to Christina DeArment (Christina@oregonwine.org).

EVENT SCHEDULE

12:30 – 2pm Trade Master Class (Invite only)
1:30 – 4:30pm Trade & Media Tasting
6:00 – 8:30pm Consumer Tasting

SAN FRANCISCO BRANDING

WEBSITE

Use our website as a resource for event description, participating wineries and culinary partners:

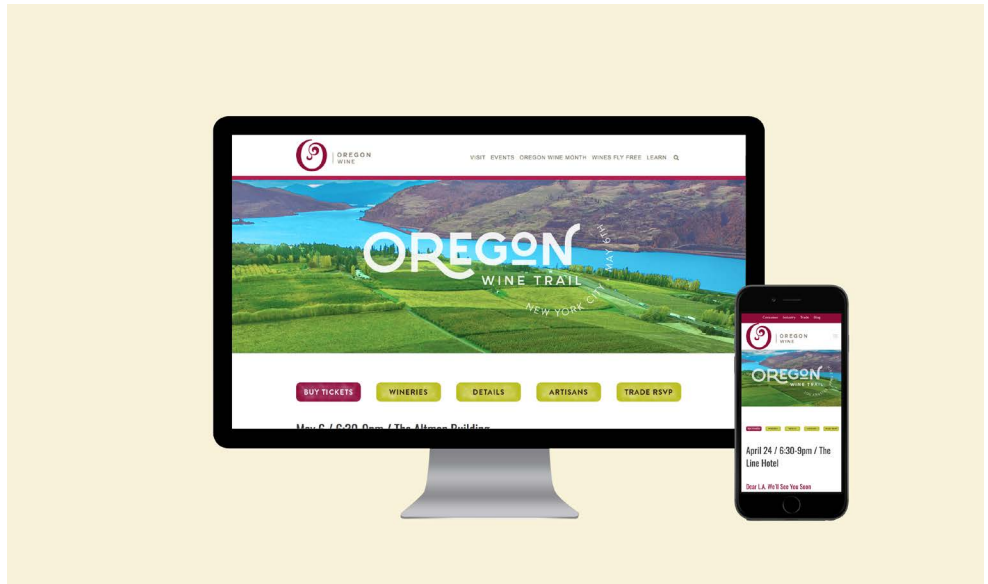
- SF Consumer website – oregonwine.org/trail/sf
- SF Trade website – trade-owtsf.eventbrite.com/?aff=toolkit

LOGO USE

We kindly ask that you do not change the Oregon Wine Trail logo. If you need any logo assistance, please contact us.

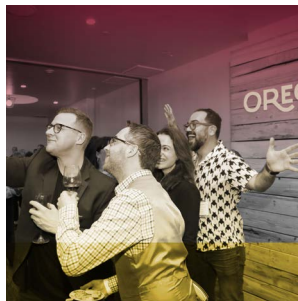
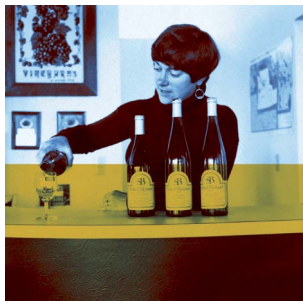
PHOTOS

A full gallery of Oregon Wine Trail branded images are available for download.



[» GO TO CONSUMER WEBSITE](#)

[» GO TO TRADE WEBSITE](#)



[»CLICK HERE TO DOWNLOAD IMAGES TO USE ON SOCIAL MEDIA](#)



[» CLICK HERE TO DOWNLOAD LOGOS](#)

SAN FRANCISCO SOCIAL MEDIA

Oregon Wine Board is active on Twitter, Facebook and Instagram. Here are some samples for you to use to share in the excitement.

OREGON WINE BOARD SOCIAL MEDIA ACCOUNTS

Instagram account: [@oregonwineboard](https://www.instagram.com/oregonwineboard)

Facebook account: [/oregonwineboard](https://www.facebook.com/oregonwineboard)

Twitter account: [@oregonwineboard](https://twitter.com/oregonwineboard)

SPECIFIC HASHTAGS

#oregonwine

#oregonwinetrail

INSTAGRAM



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

Dear SF, we'll see you soon. 55 Oregon wineries are headed your way on March 4 for a grand happening of Oregonian wine, food and personality. Visit oregonwine.org/trail to get your tickets today.

#oregonwine #oregonwinetrail

TWITTER



[Oregon Wine @oregonwineboard](https://twitter.com/oregonwineboard)

Option 1)

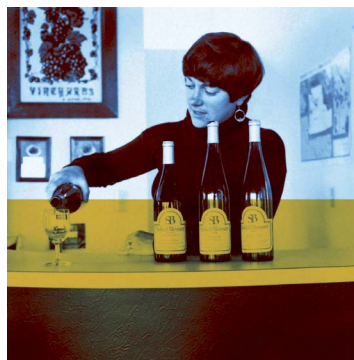
The Oregon Wine Trail is headed to SF with 55 Oregon wineries. Grab a glass and find your trail March 4. Tickets at oregonwine.org/trail/sf

Option 2)

55 Oregon wineries. March 4 in SF. No white tablecloths, no orange cheese cubes, just a generous pour of Oregon's fine wines.

oregonwine.org/trail/sf

FACEBOOK



[Oregon Wine](https://www.facebook.com/oregonwineboard)

Oregon is a state, and a damn fine one. But Oregonian is a state of mind. You've got to experience it to truly get it. So, join winemakers and owners representing Oregon for an evening evocative of Oregon wine country in SoMa on March 4. Learn more and grab your tickets today.

Tickets at oregonwine.org/trail/sf

SEATTLE BRANDING

WEBSITE

Use our website as a resource for event description, participating wineries and culinary partners:

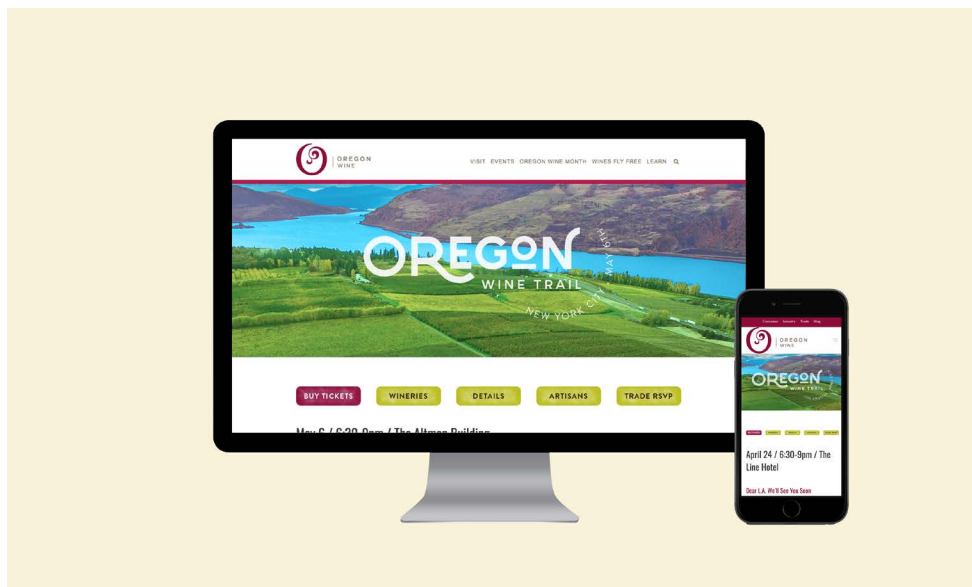
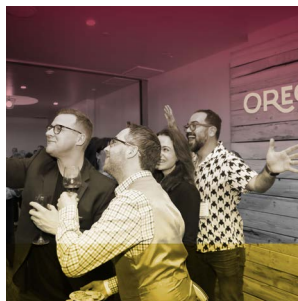
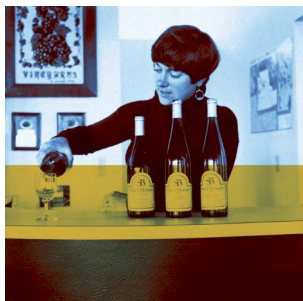
- Seattle Consumer website – oregonwine.org/trail/seattle
- Seattle Trade website – trade-owtseattle.eventbrite.com/?aff=toolkit

LOGO USE

We kindly ask that you do not change the Oregon Wine Trail logo. If you need any logo assistance, please contact us.

PHOTOS

A full gallery of Oregon Wine Trail branded images are available for download.



[» GO TO CONSUMER WEBSITE](#)

[» GO TO TRADE WEBSITE](#)

OREGON
WINE TRAIL
SEATTLE • MAY 11TH

OREGON
WINE TRAIL
SEATTLE • MAY 11TH

[» CLICK HERE TO DOWNLOAD LOGOS](#)

SEATTLE SOCIAL MEDIA

Oregon Wine Board is active on Twitter, Facebook and Instagram. Here are some samples for you to use to share in the excitement.

OREGON WINE BOARD SOCIAL MEDIA ACCOUNTS

Instagram account: [@oregonwineboard](https://www.instagram.com/oregonwineboard)

Facebook account: [/oregonwineboard](https://www.facebook.com/oregonwineboard)

Twitter account: [@oregonwineboard](https://twitter.com/oregonwineboard)

SPECIFIC HASHTAGS

#oregonwine

#oregonwinetrail

INSTAGRAM



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

Dear Seattle, we'll see you soon. 60+ Oregon wineries are headed your way on May 11 for a grand happening of Oregonian wine, food and personality. Visit oregonwine.org/trail to get your tickets today.

#oregonwine #oregonwinetrail

TWITTER



[Oregon Wine @oregonwineboard](https://twitter.com/oregonwineboard)

Option 1)

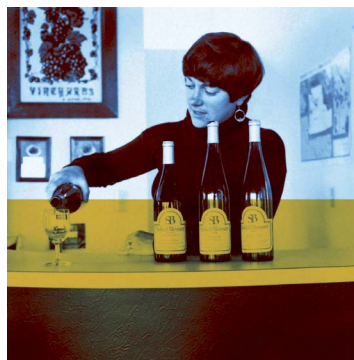
The Oregon Wine Trail is headed to Seattle with 60+ Oregon wineries. Grab a glass and find your trail May 11. Tickets at oregonwine.org/trail/seattle

Option 2)

60+ Oregon wineries. May 11 in Seattle. No white tablecloths, no orange cheese cubes, just a generous pour of Oregon's fine wines.

oregonwine.org/trail/seattle

FACEBOOK



[Oregon Wine](https://www.facebook.com/oregonwine)

Oregon is a state, and a damn fine one. But Oregonian is a state of mind. You've got to experience it to truly get it. So, join winemakers and owners representing Oregon for an evening evocative of Oregon wine country in downtown Seattle on May 11. Learn more and grab your tickets today.

Tickets at oregonwine.org/trail/seattle

NEWSLETTER IDEAS

NEED INSPIRATION?

E-newsletters provide a perfect opportunity to tell your customers about your participation in the Oregon Wine Trail event, and invite your customers to attend.



San Francisco

Enter promo code: Farmhand
Promotion Period: through Feb. 29

Seattle

Enter promo code: Farmhand
Promotion Period: through Apr. 30

OREGON WINE HITS THE TRAIL

We're hitting the trail with 50+ Oregon wineries and our friends at Olympia Provisions, Som Cordials, the Oregon Cheese Guild and more for a grand happening of Oregonian wine, food and personality. No white tablecloths. No orange cheese cubes. Instead, a generous pour of Oregon's fine wine and pioneering spirit.

You see, Oregon is a state, and a damn fine one. But Oregonian is a state of mind. You've got to experience it to truly get it. So join winemakers and owners representing Oregon's broad geographic and varietal diversity for an evening evocative of Oregon wine country. From legacy Pinot noir to unexpected whites and surprises in between, we invite you to grab a glass and find your Oregon wine trail.

[» BUY TICKETS TODAY](#) (linked to appropriate event page)

San Francisco: oregonwine.org/trail/sf

Seattle: oregonwine.org/trail/seattle



FOR MARKETING & EVENT SUPPORT

CONSUMER RELATIONS AND LOGISTICS: Kai McMurtry: Kai@oregonwine.org

PUBLIC RELATIONS: Sally Murdoch: Sally@oregonwine.org

TRADE RELATIONS: Christina DeArment: Christina@oregonwine.org

If you need any assistance, we're here for you.