



September 6, 2019

OREGON PINOT CAMP WINERY APPLICATION

DEADLINE: September 20, 2019

OPC MISSION

Oregon Pinot Camp elevates the brand value of Oregon Pinot through restaurant and retail channels by emotionally linking buyers and influencers to our terroir, growers and producers through education and collaboration, making them advocates for life.

Dear Oregon Pinot Noir Producer,

Planning for Oregon Pinot Camp (OPC) 2020 is underway. The dates for OPC 2020 are **Saturday, June 27 - Tuesday, June 30, 2020**. OPC continues to be one of the finest educational and promotional trade events in the world, attracting top wine buyers around the globe. More than 4,000 individuals have attended and learned about the wines, the place and the people responsible for establishing Oregon as a premier Pinot noir winegrowing region.

Our continued success depends on the year-long planning activities of the OPC Steering Committee and the *active and collaborative* participation of all OPC wineries. This starts with the crucial and first task to select the 52 wineries to host OPC 2020. We seek to have the 52 OPC wineries reflect the diversity of Oregon Pinot noir. And with that, you are invited to apply.

CRITERIA USED BY THE COMMITTEE TO SELECT OPC WINERIES (see scoring details below):

- Active and full participation for wineries who have participated previously
- Ability to provide expert panelists who can inspire and educate campers
- Ability to provide excellent Camp Counselors
- Ability to provide volunteers and staff to participate on committees and assist setting up seminars and dinners at OPC event sites
- National presence and strong case production. We have campers attending from across the country and the globe. It is imperative that campers be able to source a wide range of OPC wines when they return to their home markets, so we do consider distribution and Pinot noir case production.
- Reputation for producing great Oregon Pinot noir

REQUIREMENTS FOR OPC WINERIES:

- Agree to attend an informational Town Hall meeting on January 15, 2020 (ALL OPC wineries).
- Agree to have a winery principal and/or winemaker attend and/or pour your wines (if it is a tasting event) at the following OPC events:

- Saturday evening tasting and reception (June 27, 6pm-9pm)
 - Sunday morning welcome workshop and winery introduction (June 28, 8am-10am)
 - Sunday evening tasting and dinner (June 28, 5pm-10pm)
 - Monday evening tasting and dinner (June 29, 5pm-10pm)
- Provide 15 nominations for qualified buyers whose attendance would benefit all of OPC on or before the invitation committee deadline. Your nominations will be vetted by the invitation committee before an invitation is sent and subsequent confirmation is given. Additionally, each winery will receive three “silver bullets,” which are confirmed spots, to use for trade members who will benefit all of OPC.
 - Pay the \$6,000 OPC 2020 fee on time in accordance with the fee schedule. (**Please note: a \$1,500 deposit is due with your application.** Four payments of \$1,125 will be invoiced on the 15th of the month in January, February, March and April. Your check will be returned if you are not selected this year.) Current costs to operate OPC are estimated to be nearly \$7,400 per winery in 2020. OPC is able to offer wineries a fee of only \$6,000 based on its ability to collect a fee from confirmed campers (\$190 per camper) and OWB grant money to fund international camper participation.
 - Agree to comply with the OPC rules and activity agreements, including a commitment not to host any events that will compete for camper time and attention during the duration of OPC (Saturday evening to Tuesday afternoon).

OPPORTUNITIES FOR OPC WINERIES:

- Submit wine(s) for possible inclusion in seminars, and donate wine if selected.
- Participate in the wide variety of OPC activities ranging from bus counselors, committee participants, and seminar panelists.
- Host a workshop or dinner if your winery is selected.
- Work collaboratively, with a minimum of two other wineries, to develop a unique Day Three event for up to 25 campers. Participating wineries take on financial responsibility for Day Three. For budgeting purposes, consider a \$500 to \$1000 contribution per winery.

CLICK HERE TO APPLY BY SEPTEMBER 20: <https://forms.gle/S8aGp8nKwLPDa44TA>

The OPC Steering Committee will review all applications and choose the 2020 OPC wineries in September. If you have any questions, please feel free to call Morgen McLaughlin at the OPC office: 503-292-0272.

We look forward to receiving your application as we plan for an outstanding OPC 2020.

Very Best Regards,



Kristin Marchesi
Chair, OPC Steering Committee
kristin@beckfamilyestates.com

WINERY APPLICATION SCORING MATRIX

CRITERIA	POINTS AWARDED
Local Ownership	2
Local Team	2
Winemaker dedicated to this brand	3
Vineyard manager dedicated to this brand	1
Production	1 per 1,000 cases up to 10
White wines	2
Verified trade page on website	3
Number of states with active distribution	1 per state up to 10
Number of countries with export	1 per country up to 3
Owned vineyards	3
Winemaker panelist	3
Vineyard panelist	3
Bus counselor	3
Volunteers	2
Previous OPC years	1 per year up to 8

Winery scores will be considered along with all answers provided in the online application.