

REQUEST FOR PROPOSAL

The Development of Visual and Conceptual Brand Elements



Temecula Valley Winegrowers Association

The Temecula Valley Winegrowers Association is a nonprofit organization dedicated to promoting the quality wines grown and produced by the Association's member wineries and grape growers. The Association is seeking a person or an agency with local and regional industry experience to create the promotional tools needed to brand the Temecula Valley's unique lifestyle and position in the wine world; specifically in the development of visual and conceptual brand elements and guidelines for the Temecula Valley Wine Country.

Background and Overview

The Temecula Valley Winegrowers Association is a non-profit 501(c)(6) organization representing over 60 growers and 35 wineries of varying size, all of whom are considered "boutique" in terms of production. The Temecula Valley AVA was founded in 1969. It is located outside of the Temecula city limits and comprises over 1500 acres of vineyards.

Situational Analysis

The Association is funded primarily by member dues and four wine country-wide events per year including two barrel tasting events and two California Wine Month events. Each continue to deliver both new and return guests to Temecula Valley Wine Country. Our research shows that the targeted demographic is predominately female, aged 25-65, employed full time, well educated and earning \$75k+. The region sees approximately 2M visitors per year. Primary markets include San Diego, Palm Springs and Orange County; secondary markets include "wine lovers" and travelers into those areas.

Primary Goals and Objectives

The overall goal of the Temecula Valley Winegrowers Association is to promote the destination, the wines, and the wineries of the Temecula Valley by enhancing the image of the products, services and activities provided for and by our members. Primarily, our goal is to attract sophisticated wine lovers and buyers into our winery tasting rooms.

We are seeking to craft a brand identity for Temecula Valley Wine Country that complements TVCVB's marketing efforts (which primarily target long-haul and meeting/group travel planners) while creating a distinct identity focused on wine as the primary product. We embrace this identity to differentiate ourselves from other wine regions as well as to geographically identify our location. We are a legitimate, local wine country with great wines and people as well as a place to get away. Temecula Valley Wine Country is an embodiment of the Southern California lifestyle, i.e., distinctively "Californian". We are friendly, familial, approachable, cool, artisan, passionate, knowledgeable, progressive and welcoming. Temecula Valley Wine: **So California**

Scope of Work

Potential person/agency must have experience in the food and beverage, wine and/or in the hospitality/tourism industry and/or non-profits. Our expectations of the selected person/agency includes logo development with usage guideline and online tool kit, supporting brand elements, direction of photography style, a brand slogan, brand colors and brand fonts. Efforts should effectively reach both the consumer and trade media.

Proposal Requirements

Please include personal/agency overview and structure, samples of work and projects from like clients, a client list and at least two client references.

Budget

Proposals should include an explanation of fees and any applicable billing guidelines. The budget is \$20,000 or less.

Submission Guidelines:

Please return your proposal to Peggy Evans by September 30, 2013. The anticipated date of award is December 1, 2013.

Peggy Evans, Executive Director

peggy@temeculawines.org

PO Box 1601, Temecula CA 92593

800.801.9463 or 951.699.3626