



ILLINOIS VALLEY WINE TRAIL

Tourism Partner

— HELPING VISITORS DISCOVER MORE —



TOGETHER, WE'RE CREATING ♦ A DESTINATION WORTH COMING BACK TO.



WELCOME TO THE ILLINOIS VALLEY WINE TRAIL

Thank you for your interest in becoming a Tourism Partner. Our mission is to showcase the beauty of the Illinois Valley and connect visitors with the exceptional businesses, experiences, and people that make our region so special.

PARTNERSHIP LEVELS

Every business has different goals, different budgets, and different ways of connecting with visitors. That's why the Illinois Valley Wine Trail offers four partnership levels, allowing you to choose the level of visibility and involvement that's right for your business.

Each level builds upon the previous one, providing expanded marketing opportunities, increased visibility, and additional ways to engage with visitors exploring the Illinois Valley.

Regardless of the level you choose, every Tourism Partner becomes part of a collaborative effort to strengthen our local economy and build the Illinois Valley as a premier wine tourism destination.

AT-A-GLANCE COMPARISON

(Benefits grow with each partnership level.)

BENEFITS	TRAIL FRIEND \$75	TOURISM PARTNER \$250	DESTINATION PARTNER \$500	PRESENTING PARTNER \$1,000
Annual Investment	\$75	\$250	\$500	\$1,000
Website Listing	✓	✓	✓	✓
Passport Participation	✓	✓	✓	✓
Social Media Features	Limited	Regular	Priority	Premium
Monthly Newsletter Features	—	✓	✓	✓
Blog & Storytelling Opportunities	—	✓	✓	✓
Event Promotion	—	✓	✓	✓
Visitor Referrals	—	✓	✓	✓
Premium Website Placement	—	—	✓	✓
Featured Destination Spotlight	—	—	✓	✓
Collaborative Marketing Campaigns	—	✓	✓	✓
Media & Public Relations Opportunities	—	—	✓	✓
Quarterly Partner Reporting	—	✓	✓	✓
Recognition as Founding Tourism Partner	✓	✓	✓	✓
Advisory Council Participation	—	—	—	✓
Presenting Sponsor Recognition	—	—	—	✓

INCLUDES

- Website business listing
- Inclusion in the Tourism Partner Directory
- Visitor referrals when appropriate
- Monthly partner communications & updates
- Founding Tourism Partner recognition
- Opportunity to upgrade at any time

FOUNDER BENEFIT

LOCK IN YOUR FOUNDING PARTNER RATE

Join during our founding year (through December 31, 2026) and receive your Founding Partner rate for your initial 12-month term and your first annual renewal in 2027.

Regular partnership rates begin with your 2028 renewal.

Founding Presenting Partner pricing follows the separate multi-year rate commitment described in the Founding Presenting Partner program.

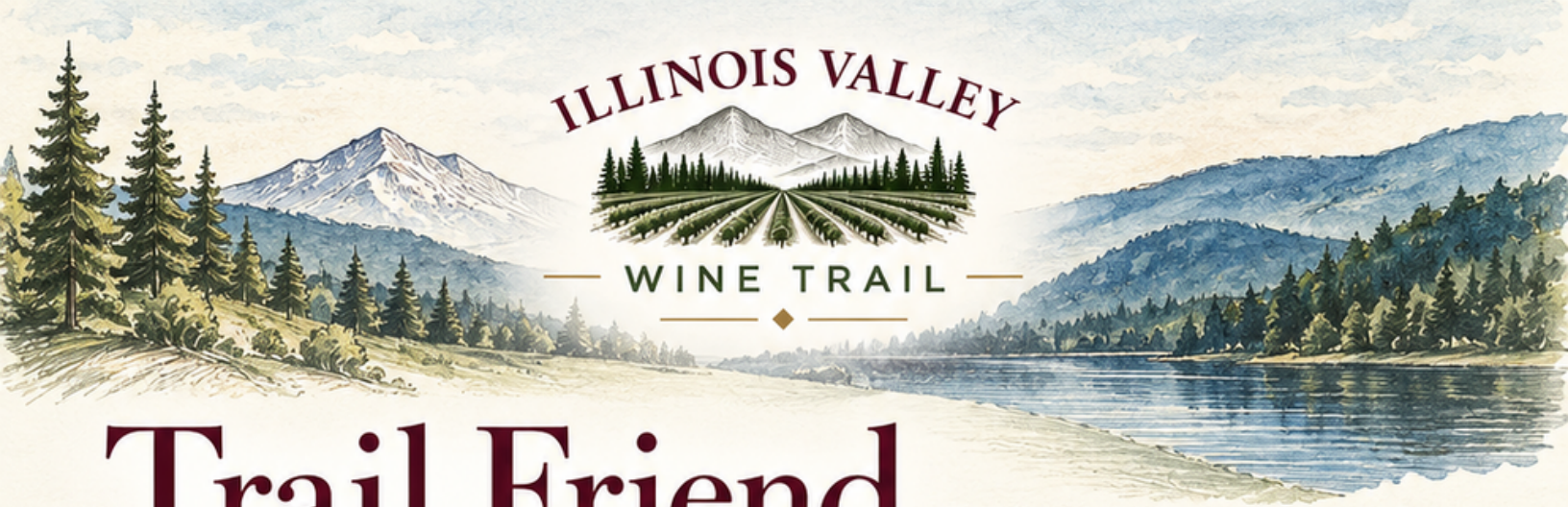
BEST FOR

- Small businesses
- Home-based businesses
- Farm stands
- Artists
- Boutiques
- Coffee shops
- Community organizations
- Businesses that simply want to support local tourism



“Great destinations are built by people who care deeply about their community and believe in its potential.”





ILLINOIS VALLEY



WINE TRAIL

Trail Friend

Supporting the Journey

ANNUAL INVESTMENT

\$75

FOUNDING PARTNER RATE

(Regular annual investment: \$100)

Perfect for businesses that want to support local tourism while becoming part of the Illinois Valley Wine Trail community.

Trail Friends demonstrate their commitment to growing tourism in the Illinois Valley and receive foundational recognition throughout our destination marketing efforts.

INCLUDES



Website business listing



Inclusion in the Tourism Partner Directory



Visitor referrals when appropriate



Partner communications & tourism updates



Founding Tourism Partner recognition



Opportunity to upgrade at any time

BEST FOR



Small businesses



Home-based businesses



Farm stands



Artists



Boutiques



Coffee shops



Community organizations



Businesses that simply want to support local tourism

“Every great destination begins with businesses that believe in their community.”



ILLINOIS VALLEY



WINE TRAIL



Tourism Partner

Helping Visitors Discover More



Become an active part of the Illinois Valley visitor experience through Passport participation, destination marketing, and collaborative promotion.

ANNUAL INVESTMENT

\$250

FOUNDING PARTNER RATE



(Regular annual investment: \$350)

EVERYTHING IN TRAIL FRIEND, PLUS:



Passport participation



Business profile on website



Regular social media features



Newsletter inclusion



Blog & storytelling opportunities



Event promotion



Quarterly Passport reporting

BEST FOR BUSINESSES THAT:



Welcome
Wine Trail Visitors



Offer Memorable
Experiences



Support Local
Tourism



Want to Grow Their
Visibility



Believe in
Collaboration



QUESTIONS?

Mercy Bordeaux

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Illinois Valley Wine Trail

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“

*When visitors explore the
Illinois Valley, everyone wins—
our businesses, our community,
and our shared future.* ”



◆ TOGETHER, WE'RE CREATING ◆ A DESTINATION WORTH COMING BACK TO. ◆

illinoisvalleywinetrail.com



ILLINOIS VALLEY WINE TRAIL

Destination Partner

Expand Your Impact



Take your partnership to the next level and maximize your visibility within the Illinois Valley Wine Trail.

Destination Partners enjoy enhanced marketing opportunities, priority placement, and additional benefits designed to expand your reach and deepen your impact.

ANNUAL INVESTMENT

\$500

FOUNDING PARTNER RATE



(Regular annual investment: \$650)

EVERYTHING IN TOURISM PARTNER, PLUS:



Premium placement on website



Featured destination spotlight



Collaborative marketing campaigns



Metrics & data-driven opportunities



Quarterly passport reporting



Recognition as a Founding Destination Partner



Strategic marketing planning session

BEST FOR BUSINESSES THAT:



Want to Elevate
Their Visibility



Seek More Visitor
Engagement



Invest in
Marketing



Want to Be Recognized
as a Leader



Value Data &
Reporting



Believe in
Collaboration



“*Stronger together. Destination Partners help lead the way in building a world-class wine tourism experience in the Illinois Valley.*”



TOGETHER, WE'RE CREATING A DESTINATION WORTH COMING BACK TO.

ILLINOIS VALLEY WINE TRAIL



WINE TRAIL

FOUNDING PRESENTING PARTNERS

Building Today. Benefiting Tomorrow.

The Illinois Valley Wine Trail is more than a marketing initiative. It is the beginning of a long-term vision to establish the Illinois Valley as one of Oregon's premier destination wine regions.

Founding Presenting Partners play a unique role in helping launch that vision. Their investment provides the leadership and support that allows the Wine Trail to expand destination marketing, develop visitor resources, promote local businesses, and build experiences that benefit our entire community.

A LEGACY INVESTMENT

Founding Presenting Partners are more than sponsors. They are the businesses that choose to invest in the Illinois Valley during the formative years of the Wine Trail, helping establish the programs, marketing, and partnerships that will shape our region's tourism economy for years to come.

- Only four Founding Presenting Partner designations will be awarded.
- Founding Presenting Partners will lock in their annual investment through the 2028 season, honoring their early investment in the Illinois Valley Wine Trail.
- Their businesses will receive permanent recognition as Founding Presenting Partners in Illinois Valley Wine Trail publications and historical materials.

AS A FOUNDING PRESENTING PARTNER, YOUR BUSINESS WILL RECEIVE:

- Exclusive designation as the Founding Presenting Partner for your category.
- Premium recognition on the Illinois Valley Wine Trail website.
- Featured placement in visitor guides and promotional materials.
- Recognition at Illinois Valley Wine Trail signature events.
- Priority media and public relations opportunities.
- Opportunities to collaborate on destination-wide marketing initiatives.
- Strategic planning sessions with the Illinois Valley Wine Trail leadership.
- Founding Presenting Partner pricing *locked through the 2027 and 2028 partnership seasons.*

THE FOUR FOUNDING PRESENTING PARTNER CATEGORIES



LODGING

Where visitors stay and begin their Illinois Valley experience.



FOOD & BEVERAGE

The restaurants, cafés, breweries, and culinary experiences that encourage visitors to linger.



RECREATION & EXPERIENCES

Outdoor adventures, attractions, arts, entertainment, and unforgettable local experiences.



SHOPPING, ARTS & COMMUNITY

Retail, galleries, specialty shops, wellness services, and the businesses that complete the visitor journey.

“ Every destination has businesses that participate.
A select few help build it from the ground up. ”

ANNUAL INVESTMENT

FOUNDING MEMBER

\$1,000

(Reg. price \$1,250)



WHAT IT MEANS TO BE A

FOUNDING PRESENTING PARTNER

A Legacy of Leadership

The first businesses to invest in a destination become part of its story.

As a Founding Presenting Partner, you're helping create an experience that will welcome thousands of future travelers. Your investment doesn't simply promote your business — it helps establish the Illinois Valley as one of Oregon's premier wine destinations.

THE ADVISORY COUNCIL

As a Founding Presenting Partner, you will be invited to participate on the Illinois Valley Wine Trail Advisory Council.

This Council is comprised of Founding Presenting Partners representing the four partner categories. Together, you will help shape the long-term direction, strategy, and impact of the Wine Trail.

Your voice matters. Your leadership helps ensure the Illinois Valley Wine Trail grows in a way that strengthens our region, supports local businesses, and creates exceptional experiences for visitors.

THE ADVISORY COUNCIL WILL:

- Provide guidance on strategic priorities and initiatives.
- Offer perspective on marketing, visitor experience, and community impact.
- Help identify opportunities for collaboration and innovation.
- Support sustainable growth that benefits businesses, residents, and visitors alike.
- Serve as ambassadors for the Illinois Valley Wine Trail in our region and beyond.

BEST FOR BUSINESSES THAT:



Welcome
Wine Trail Visitors



Offer Memorable
Experiences



Support Local
Tourism



Want to Grow Their
Visibility



Believe in
Collaboration



QUESTIONS?

Mercy Bordeaux
Founder & Executive Director
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“The future of the Wine Trail is brighter because of leaders like you.”





JOIN US IN BUILDING THE FUTURE

MORE THAN A PARTNERSHIP

The Illinois Valley Wine Trail isn't simply promoting businesses. We're building a destination.

One where visitors stay longer, discover more, support local businesses, and leave with stories they'll share for years to come.

Every Tourism Partner helps shape that experience.

Whether you own a winery, restaurant, farm stand, gallery, lodging property, salon, or small family business, your participation strengthens the visitor experience and helps tell the story of the Illinois Valley.

Together, we're creating something much larger than any one business could accomplish alone.

READY TO BECOME A TOURISM PARTNER?

Explore partnership benefits
and apply online:

www.illinoisvalleywineytrail.com/partner



*Scan to visit
our partnership
page!*



QUESTIONS?

Mercy Bordeaux

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Illinois Valley Wine Trail

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Tourism grows stronger when communities grow together.