



Does your organization take total advantage of its name and logo as an opportunity in fundraising for its on-going and special programs? If not, we can help!

Custom Labeled Wines significantly draw attention to an organization and their logo.

- Many of the wines produced below a \$15 retail are of similar quality with prices varying by the amount of marketing dollars built in to promote the wine.
- It makes sense that if extra dollars are built into a brand, why not use those dollars to help raise monies for the organization for use in their special projects, scholarship programs and the like.

Custom Labeled Wines are America's fastest growing trend.

- Custom Labeled Wines promote a positive image by providing a powerful visual reminder of your organization's name and logo..
- Custom Labeled Wines offer dramatic, upscale packaging that has strong appeal to your followers while allowing you to enjoy the marketing dollars for your own benefit.
- Custom Labeled Wines provide you with your exclusive brand, with continuity of quality and price that is provided by a major CA winegrower. This will be "Your Brand", Year After Year.
- Custom Labeled Wines have a high perceived value by your loyal alumni and fans.

Our program is provided at no cost to you, requiring only the approval of Alumni Wines, based on a commitment that the organization agrees to let the company use their logo or design for their custom wine label program for a minimum of 2 years with notice of 1 year prior to making a change in authorization and/or label design. Alumni Wines agrees that they can market an organization's custom label program at chosen level sufficient to cover our set up costs. Wines are limited to three varieties in total.

Once you approve your label design, The Alumni Wine Group will complete the required Federal Label Approval. We then choose a distributor partner(s) to make your wines available in your state. In addition, we will have your wines available for purchase on-line for Alumni and University fans in states where on-line sales are legal. The combination of local and national on-line sales equates into a much higher annual per case donation which will be made quarterly.

Donations shall be made quarterly and will be issued to the participating organization based on the following tiers:

\$15 per case Premium Reserves
(Premium White and Premium Red)

\$6 per case California Selections & Sparkling
(Cabernet, Chardonnay, Merlot, Extra Dry, Brut)

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