

“The discovery of a new vineyard does more for the happiness of mankind than the discovery of a new star.”

Anthelme Brillat-Savarin (1755-1826)
French gastronome

Public Relations & Marketing Proposal

Prepared Expressly for:



Gargiulo Vineyards
575 Oakville Crossroad
Napa, California 94558

December 20, 2006

Agency Credentials & Approach

Who We Are

Burditch Marketing Communications, a West Coast-based award-winning public relations and marketing agency with international reach, offer the highest level of personal and creative strategic planning and service for luxury lifestyle brands. We have gained a well-earned reputation around the globe as a respected, integrated communications office representing luxury travel, tourism, hospitality and design. These are our passions.

Combining media relations, promotions, strategic alliance development, direct marketing, executive media tours and event production, Burditch Marketing Communications creates campaigns that exceed client expectations. Creative campaigns are conceived with a client's short and long term sales and marketing objectives so that public relations programs dovetail with client marketing and monetary goals and increase their bottom line. At BMC, we believe in interactive and close client-agency relationships. We study a company, product or idea from every angle and each act we take is designed to achieve results. As our client, you keep your hands on the wheel, while we keep our eyes on the road. We pride ourselves on our innovative strategic planning, creativity and successful team effort with our clients.

"...good wine, well drunk, can lend majesty to the human spirit"

M.F.K. Fisher (1908-1992)
American writer

The Account Team: Experts in Hospitality, Travel and Tourism

Paul Burditch President, BMC

Brian Garrido Vice President, Partner, BMC

Carrol Gettko Senior Vice President, BMC

Natalie Kojen Senior Account Coordinator, BMC

Paul Burditch, President

“Promoting my passions began at an early age and has always come quite naturally to me,” says Paul Burditch. Before he began his professional career in Los Angeles with Guttman & Pam Public Relations in 1980, Burditch directed the advertising and promotion of his family’s Arabian horse farm in Pennsylvania in addition to developing curriculum and a ‘living/learning’ study program for the University of Vermont as an undergraduate. Conceiving the creative with an affinity for strategies to attract clients and exceed their expectations, Burditch has honed his inherent talents during his twenty-six year professional career and now directs his company Burditch Marketing Communications specializing in luxury consumer products, hospitality and travel.

During his six-year tenure at Guttman & Pam Public Relations, Burditch was responsible for directing media relations and image management for talent, motion pictures, television programs, corporate and specialty art accounts. His facility to work with a wide range of personalities allowed for personal public relations representation of major talent including Christopher Reeve, Cher, Arnold Schwarzenegger, Pierce Brosnan, Howie Mandel and Alec Baldwin. Burditch also coordinated campaigns for many television specials; his motion picture campaigns include Brazil, The Year of Living Dangerously, Rich and Famous, Inside Moves, Conan The Barbarian, and Tattoo. His specialties included fashion, retail openings and non-profit fund-raising events such as The National Ball for The American Cancer Society in Washington, D.C.

In 1986, he left the firm to head the first West Coast office as Vice President of Schecter/Cone Communications, a New York-based firm that focused on entertainment and consumer products. Major television campaigns included the highly regarded PBS series American Playhouse, Alive from Off Center and Discover. Burditch also developed relationships with Universal Television and the Disney Channel for the agency as well as coordinated west coast activities for the consumer product campaigns for client Charles of the Ritz, which was later, purchased by Revlon.

Paul Burditch and Associates was founded in April 1988 and conceived with an emphasis on corporate and entertainment clients. Burditch began his reputation in hospitality with Sheraton Mirage resorts, Queensland Australia and the Kahala Hilton in Honolulu Hawaii. He then expanded with additional consumer products in food, beverage, retail, fashion, and entertainment public relations. Appropriately, his personal passion for in travel, food and wine has provided focus on tourism, hospitality and culinary-related accounts from national brands such as Piper Sonoma to Los Angeles restaurants such as LA Nicola. Major product launch campaigns

The Account Team: Experts in Hospitality, Travel and Tourism

[Paul Burditch, President continued]

include the Aveda Esthetique in the Beverly Center, which later became a blueprint for Aveda Esthetique nationally and RMS Special Reserve, the first Alambic brandy produced in America for Remy Martin and its American distribution subsidiary Remy Amerique. He directed the national public relations and promotions campaigns for Piper Sonoma Sparkling Wines. Burditch's strength is in integrated marketing communications and strategic planning for all corporate clients. He particularly finds creating strategic alliances for his clients gratifying and rewarding.

Burditch formed a partnership in 1992, where he went on to represent the International Spa Association, Tourism New South Wales, Ansett Australia Airlines, Lavosh Hawaii Food Company, Estee Lauder Day Spa at Neiman Marcus and the Regent Beverly Wilshire in Beverly Hills to name a few. In 2000, Burditch formed his own company, Burditch Marketing Communications concentrating on his successful integration of marketing communications targeting the upscale consumer. BMC effectively promotes corporate accounts with a personalized and integrated approach. Incorporating media relations, promotions, events, direct marketing and strategic alliances the company is designed to represent corporate travel, hospitality, design, and luxury consumer products.

BMC is recognized for representing 'the best'. Burditch's work with Four Seasons Resorts Bali began in 1994 and paved the way for extensive promotion of other Four Season properties from Singapore to Paris. His relationships with other luxury hotel brands include Ritz Carlton, Rosewood and Starwood Hotels. Burditch currently oversees the public relations campaign for Meadowood Napa Valley, Starwood Hotels-Italy, Stags Leap District Winegrowers Association, Palau Visitors Authority, Signorello Vineyards, Edge Cabernet and Amy Devault Interior Design. Recent clients include Darioush Winery/Napa Valley, Michael Berman Ltd., the Four Seasons Resort Bali at Jimbaran Bay, the Four Seasons Resort Bali at Sayan, and the Four Seasons Resorts Maldives. Additionally, Burditch regularly performs pro bono work for AIDS-related charities and is on the Special Events Committee of the Jonsson Cancer Foundation/UCLA with Barbara Fairchild of Bon Appetit.

It has always been Burditch's philosophy to watch trends in order to provide a context for clients, as well as assist them in re-defining and re-shaping their goals, product or business. He takes pride in the fact that those who have enlisted his expertise have successfully forged a leading role in their business categories and are serving their markets in the most effective and productive manner possible.

The Account Team: Experts in Hospitality, Travel and Tourism

Brian Garrido, Senior Vice President / Partner

Since graduating from the prestigious NYC Fashion Institute of Technology with a BA degree in fashion illustration and marketing, Brian Garrido has enjoyed publicizing, marketing and promoting some of the most celebrated artists and talents in the world of film, high fashion, art, travel and hospitality.

Fresh from coordinating fashion runways for Calvin Klein and Issac Mizrahi, Brian was offered a position with the preeminent Mary Boone Gallery, located in New York City's Soho community. It was this imaginative atmosphere, which provided Brian with the ability to develop and construct press kits, marketing materials and press relations for a variety of influential artists during the eighties including Jeff Koons, Ross Bleckner, Julian Schnabel and Barbara Krueger. It also began his love of promoting only the best that the world had to offer.

Several years of working in NYC's fast-paced art and fashion communities, he was offered a public relations position at the American Cinematheque (AC), an internationally known non-profit film institution situated in Hollywood, the world's entertainment capital. The Cinematheque promoted the cinema work of celebrated directors, actors and studios and allowed Brian to work with entertainment elite such as actors Mel Gibson, Tom Cruise, Jodie Foster, Nicole Kidman, and Arnold Schwarzenegger. Besides working with these major stars, he was also publicizing cinema retrospectives for distinguished international directors including Steven Spielberg, Wim Wenders, Martin Scorsese, James Cameron, Ken Russell, Nicolas Roeg, the late Louis Malle and Ang Lee.

After a three-year tenure at the AC, Brian was asked to become Director of Public Relations for U.C.L.A.'s Film and Television Archive, the largest film preservation center in the world, Brian became versed in dealing with global press, handling journalists and television crews from all over Europe, Asia and South America. The world-renowned Archive also produced film retrospectives to top directors, which allowed him to work with Wong Kar Wai, Lars von Trier, Ken Loach and Pedro Almodovar.

After leaving U.C.L.A. Film and Television Archive, Brian began working with a boutique public relations agency, The Angelotti Company, specializing in art house and foreign films. The environment allowed him to work on many films as well as Academy Award campaigns for such releases as CIDER HOUSE RULES, ERIN BROCKOVICH, BILLY ELLIOT and CHOCOLAT.

The Account Team: Experts in Hospitality, Travel and Tourism

[Brian Garrido, Senior Vice President / Partner continued]

Brian began work at BMC in 2000 as an account executive working in travel and luxury goods. Having spent much time working in the entertainment business and the industry's particular strategies of out-of-the-box thinking, Brian has been able to apply much of his public relations knowledge to creating excellent media campaigns for BMC clients such clients as Meadowood, Four Seasons Resorts Bali, St. Regis Los Angeles, San Ysidro Ranch; Four Seasons George V, Four Seasons Maldives, Kuda Huraa, as well as non-profits such as Caring for Children and Families with AIDS and Design Industries Foundation Fighting AIDS. Today Brian directs travel accounts in California, including Napa Valley, and Italy, and heads BMC's media operations.

Carrol Gettko, Senior Vice-President

As the driving force behind numerous publicity campaigns for some of the world's most recognizable corporations and celebrities, Carrol Gettko has dominated the public relations industry for over twenty years. Throughout her career, Gettko's intrinsic creativity and ingenuity in the field has garnered her clients a mint of strategic, high profile media coverage; coverage that has spearheaded their businesses and entertainment careers. Ironically, her start in public relations was completely an 'accident'.

While working at Sunn Classic Pictures, a production company based in Utah, Gettko moved to Los Angeles to aid the company launch its California office. When Sun Classic later decided to dissolve its LA office, Gettko was forced to secure a new job. After a few interviews, Gettko decided to take an associate position at the elite firm of Guttman & Pam Public Relations. She soon realized that the unexpected transition from production to public relations was a blessing in disguise. During her twenty-year tenure at Guttman & Pam, Gettko was responsible for creating and

The Account Team: Experts in Hospitality, Travel and Tourism

{Carrol Gettko, Vice-President continued}

launching domestic and international public relations, marketing and promotional campaigns for celebrities, corporations, special events and products. Her efforts resulted in editorial coverage in national publications including InStyle, Vogue, Elle, Robb Report, O, The Oprah Magazine, Saveur, and Cosmopolitan; as well as promotional guest appearances on national talk, news and variety shows such as The Today Show, Live with Regis and Kelly, and Late Show with David Letterman, to name a few. She also coordinated Academy Award campaigns for Jennifer Tilly (for her role in Woody Allen's *Bullets Over Broadway*), Gene Hackman (for his role in *Unforgiven*), and a plethora of Miramax Films. While vice-president of Guttman & Pam, Gettko also built her reputation of ingeniously developing multifaceted publicity campaigns while engaging in winning collaborations with outside marketing and PR firms, studios, networks, record and management companies to produce successful integrated marketing strategies.

In 1998, Gettko left her position as Vice-President of Guttman & Pam to start her own company, Carrol Gettko Public Relations & Marketing. Her clients, past and present, include Pierce Brosnan, Woodhouse Chocolate, Carl Wilson Walk Against Cancer, Brian Wilson & Eric Clapton Performing at UCLA, the Villagio Inn & Spa, the Ventana Inn, L.A. Models and L.A. Talent, J. Michael and Associates (a security firm), Revlon Run/Walk in conjunction with Entertainment Industry Foundation, and the U.S. Olympic Ski Team among others. In 2000, Gettko integrated her company with Burditch Marketing Communications ("BMC"), an award-winning modern luxury PR firm based in Los Angeles. As vice-president of BMC, Gettko has continued to utilize her vast experience and long-established media and industry relationships to represent her clients as well as enhance their visibility and business. Following the tragic events of 9/11, Gettko contacted specific publications in an effort to highlight J. Michael and Associates security services for celebrities and other high-profile individuals. Gettko recognized that in the wake of this devastating event, many celebrities would be interested in upgrading their security detail. The result was a front-page story in the *Daily Variety* about Jack Struble, the owner and founder of J. Michael and Associates, and his company's services; a story which directly resulted in pop-icon Madonna's interest and subsequent working relationship with the firm.

When not working on her clients' campaigns, Gettko, an accomplished equestrian, enjoys working with the "Handicapped Kids with Horses" organization. She is also emphatic about interior design and bonding with family and friends.

At BMC, we take pride in our past public relations and marketing success that has been a direct result of integrity, special relationships and attention to detail.

Why Choose BMC?

We Can Proudly State:

- We are a boutique agency providing hands-on contact with the agency principals with over 50 years of combined PR and marketing experience.
- We create fully integrated campaigns including promotions, direct mail, entertainment industry relations, marketing and media relations.
- Our agencies focus on luxury lifestyle, hospitality, travel, tourism and products targeting the upscale consumer.
- We create a marketing partnership with our clients and maintain close involvement and regular contact.
- We only engage clients with whom we are passionate about their products.
- Each client is handled on an individual basis. We study a company from all angles and develop programs that fulfill their monetary goals, budget and time line, which is created as part of a comprehensive PR plan accomplished within the first 60 days.
- We take pride in our strategic planning with innovative tactics designed to achieve results and enhance our clients' bottom lines.
- We have a reputation for designing custom creative campaigns that are direct, aesthetic and have an impact. There is no cookie-cutter approach.
- We aim to exceed expectations and deliver results that are based on our clients marketing objectives that assist in overall image development.
- We have extensive experience in Napa Valley with the areas best hotels, resorts, restaurants, and wineries as well as other luxury food products.

Why Choose BMC?

Services We Would Employ to Meet Gargiulo Vineyards Goals:

Research-positioning of Gargiulo Vineyards as a leading wine maker in “first growth” Napa Valley wines:

Press Kit/Collateral Development:

Audio/Visual Presentations:

Branding:

Communications Analysis:

Gargiulo Vineyard Central Information Office:

- Competition analysis through discussions with GV staff, distributors, suppliers, etc.
- Web research
- Industry research through existing relationships, media and professional
- Produce folder and write contents to include important staff bios, sales sheets, fact sheet, project sheets, etc.
- Create simple and elegant announcements for each wine for direct mail and e-mail.
- For sales presentations and events that involve media or otherwise, we can consult on presentation content and design.
- We will communicate the GV brand message through media relations, trade shows and consumer events, award submissions and wine reviews.
- By building brand equity, BMC can align GV for various marketing partnerships.
- Develop ideas from winery that are pertinent to today’s lifestyle and trend issues. For example, green and environmental concerns as they reflect modern vineyard management and sustainable farming; entertaining, Gargiulo style.
- Develop and distribute press releases (for each new product) and winery news. The releases will include:
 - 2006 Rose-December Announcement
 - 2006 Pinot Grigio-February Announcement
 - 2004 Cab+Merlot-May Announcement
 - 575 OVX-Announcement tbd
 - Winery opening - early 2007
- Develop password protected press functionality for GV Web site to include high-definition photography, press releases, electronic press kit.
- Develop photography for wine, winery, vineyard and proprietors.
- Develop Web site and direct mail communication.
- Develop hospitality collateral, i.e. gift box, etc.

Why Choose BMC?

Services We Would Employ to Meet Gargiulo's Goals: [continued]

Entertainment:

- Interfacing GV with the entertainment industry through events, media and directly with talent and executives that are BMC contacts.

Corporate Hospitality Relations:

- We have excellent relationships with most of the luxury hotel companies for which GV would want an association, including but not limited to, Four Seasons Hotels & Resorts, Ritz Carlton Hotel Company, Rosewood Hotels & Resorts, Kimpton, as well as independent properties. We will work directly with their executive staff for placement and help them understand the value in promoting GV brand and association.
- Facilitate introduction of products to top chefs and restaurants.
- Coordinate on-premise introductions with April's travel schedule and target BMC's relationships with restaurants and hotels in top markets.

Event Production & Management:

- Evaluate the best method to celebrate Gargiulo's 2007 opening with press, hospitality and concierge and trade events.
- Determine the most effective way to launch winery within the particular sectors GV is trying to attract, i.e. key press luncheon, hospitality directors and concierge, and trade.

Strategy Development:

- Analyze existing marketing objectives including opportunities in each market and develop regional and national media campaigns and travel schedule.
- Identify PR objectives.
- Develop company PR guidelines for each projects.
- Develop PR strategies based on company marketing objectives.
- Review and confirm all target markets based on wine distribution.
- Develop target media lists.
- Produce comprehensive PR plan for 2007.

Media Training:

- Review spokesperson capabilities.
- Consult with media training consultants based on needs.
- Wine trade

Media Relations—Aggressive Media Outreach to Trade and Consumer Press Including:

- Restaurant/food trade
- Luxury lifestyle magazines to include publications that cover wine.
- Shelter/home/design magazines, men's and women's fashion such as trend stories, product stories and profile development
- News/Financial/Business publications such as Newsweek, USA Today, NYT, LA Times and Wall Street Journal.
- Lifestyle and regional publications in affluent targeted cities/markets where GV is distributed.
- Develop April's blog and consult on content and design.
- Develop associations with opt-in Web sites, i.e. food, wine, etc.

Deliverables to be Provided by Gargiulo Vineyard

Discovery Phase

In the discovery phase (first 60 days) GV will provide:

- April Gargiulo will be the PR liaison between GV and BMC.
- Thorough tour of winery and understanding of vineyard management and the wine making process
- List of non-profit and professional memberships and associations.
- Calendar of existing trade and consumer event participation.
- Travel and event calendar for April and vineyard management.
- Understanding of hospitality programs to be implemented.
- All industry events that include GV.
- All past award and wine submissions.
- List of all awards won over the past three years including wine rankings.
- Collateral to include renderings, model photography, photography of the winery.
- List of on premise and off premise accounts.
- All publicity related to wines, national and regional, trade and consumer over the last two years.
- In person interviews with April, Jeff, Valerie, and senior executives for bios and trend feature development.

On-going

- April to act as conduit between GV and BMC.
- Access to calendar for April and senior executives and staff as well as marketing/PR coordinator.
- Copies of submissions for award submissions prepared in-house.
- Monthly meetings to review accomplishments and continue planning.
- Availability of April and winery executives for interviews and quotes needed from stories instigated by agency.



Case Studies

Stags Leap District Winegrowers



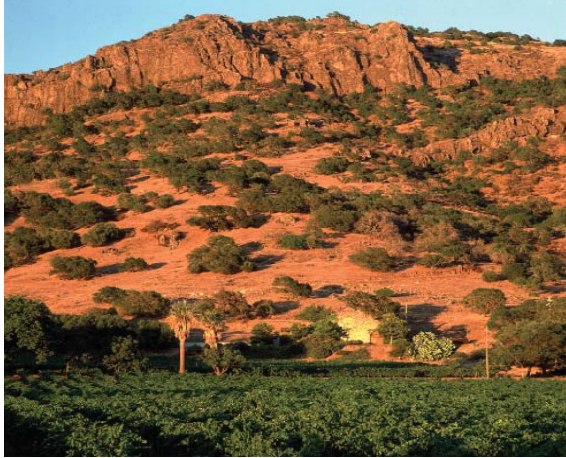
Stags Leap District Winegrowers, Napa Valley, CA – In February 2005, the Stags Leap District Winegrowers Association (SLDW), an American Viticulture Area in Napa Valley known for producing some of the world’s best Cabernet, retained Burditch Marketing Communications (BMC) as its public relations agency. Our work has evolved and improved sales and increased awareness of Stags Leap District in the US and England.

SLD It is also the only American Viticulture Area to release a collection of its own wines from each member winery, a product distributed annually. The Stags Leap District wanted to raise the awareness and visibility of the SLDW through regional media, national media and events. The increase in awareness translates to greater visitor arrivals within the region and greater demand for the wine. Since working with BMC, the Stags Leap District has seen an increase of 15% in the purchase of its annual Appellation Collection from 2004 to 2005. They have also seen a significant increase in media coverage and attendance at the Stags Leap District Annual Vineyard to Vintner (V2V) by 30%. This increase in coverage of the Stags Leap District has not gone unnoticed as Chef Thomas Keller recently commented to SLDW Executive Director Nancy Bialek that, “BMC is doing an excellent job.”

Burditch Marketing Communications accomplished this in a short period of time by:

- Creating a new objective for the District to market the appellation as a destination for visitors
- Creating, producing and distributing a new Visitor’s Guide highlighting the member wineries of the District which recently won a silver award from the League of American Communication Professionals
- Arranging wine tasting and tours for journalists during travel to Napa Valley of the Stags Leap District
- Creating and distributing targeted press releases and media kits to regional and national wine, travel and many lifestyle publications
- Increasing exposure of the Stags Leap District through promotion of annual events and donation opportunities such as:
- Vineyard to Vintner (V2V) – We increased attendance from 2005 – 2006 by 50%





Case Studies

Stags Leap District [continued]

- Annual Road Show in targeted markets
- A Culinary Evening with California Wine Masters to benefit the Cystic Fibrosis Foundation/Los Angeles pre-event wine makers dinner
- WineFest No. 11 – the largest wine event in the Midwest benefiting the University of Minnesota Department of Pediatrics. This year’s theme is the Stags Leap District
- Auction Napa Valley - Strategic consulting on the live auction lot and presentation. We instigated production of a 3-D topographical map of the Stags Leap District which was used as an effective visual for the live auction display.

Editorial coverage achieved by Burditch Marketing Communications includes the following media outlets, but not limited to:

- Decanter
- Food & Wine
- Angeleno (regional magazine)
- Riviera (regional magazine)
- Town & Country
- Country Living
- Savor Wine Country
- Wine News
- Wine News
- Wine Review Online · Stratos
- Condé Nast Traveler
- Bon Appetit
- San Francisco Chronicle
- Ritz Carlton magazine
- Robb Report
- Napa/Sonoma

Meadowood Napa Valley

Meadowood Napa Valley, CA – In 2001, we were hired by this prestigious Relais & Chateaux property to assist in promoting the various aspects of the resort. We began by positioning the property as America’s number one wine country destination. We have successfully increased the visibility of Meadowood regionally, national and internationally, as well as the property’s respected professionals. We continue to promote Meadowood’s unique amenities such as the world-class croquet courts, nine-hole golf course with hickory stick golf, The Spa at Meadowood, and the hotels wine and food programs and special events including the property’s cultural affairs program. The property is ranked as one of the top resorts in Northern California by Condé Nast Traveler Reader’s Poll (April 2005):

Through a continuing aggressive media campaign, we bring over 30 journalists to Meadowood each year (in 2006 it will be more than 40) resulting in coverage that includes:

Case Studies

Meadowood Napa Valley [continued]



- Fine Living Network (one hour special 2004 Napa Valley Wine Auction which takes place at Meadowood). This is the first time the world's largest wine auction has ever been featured on national television and it resulted from BMC's media efforts.
- Meetings & Conventions
- Los Angeles Times
- Travel Channel – Great Hotels
 - NBC Today Show
 - Robb Report
 - Newsweek
 - Travel + Leisure
 - Wine Enthusiast
 - Wine Spectator
 - Modern Bride
 - Toronto Star (May/June 2006)
- Wall Street Journal
- Wine Spectator
- Decanter
- CBS Eye on the Bay
- Bon Appetit
- Bride
- Food & Wine

Our public relations and marketing program for Meadowood consists of the following

- Media relations program involving individual and group trips to Napa Valley (our visiting journalist program has provided our winery and wine association clients with enormous opportunities and exposure in print and electronic media)
- Promotions and charity events – We make recommendations for word of mouth publicity by donating trips to Meadowood to key customers in target markets.
- Entertainment Industry relations – We expose Meadowood to film, TV, and music celebrities and continue the association of the property as the resort of choice by the entertainment industry. We recently had Meadowood featured on Extra! the syndicated entertainment magazine show.
- Food and Wine – We work with Meadowood's wine educator, sommelier and chefs to promote their programs in media as well as with key respected authorities including James Beard Foundation, Conde Nast building guest chef program etc.
- Event Concept and Production – We are currently working with Share Our Strength, the nation's number one food charity whose mission is to feed the starving in America to produce a program called "Twelve Days of Christmas." The program will serve to attract visitors to Meadowood in December, a typically slow month for arrivals, as well as attract top chefs from around the world. These chefs will produce menus that will highlight various Christmas traditions and culture with a menu to be paired with Napa's top wineries. A kickoff took place in 2005 and the full program will be instigated in 2007.
- BMC serves as a central information office for Meadowood serving all press inquiries. We are also responsible for disseminating important press releases and producing top quality direct mail communications.



References

Professional References

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Budget and Fees

In consideration of the recommendations and suggested programs, BMC will charge a monthly retainer for our services as well as serving as full-time public relations and marketing counsel to Gargiulo Vineyards. The return on the investment will assist you in achieving and surpassing your goals. At BMC, we believe in delivering service beyond our clients' expectations and have a 100% successful performance record. There is a 30-day cancellation clause with written notice after an initial three-month term for all of our one year contracts. Our fee structure is comprised of a base fee that includes certain responsibilities. These include editing of pertinent press materials, development of a comprehensive public relations plan and time line, and overall media relations and public relations consultation.

Our rates and fees are competitive based on our position as an award winning leader in hospitality public relations. Our fees are based on our time, our experience and our relationships in luxury branding and luxury lifestyle communications.

Monthly retainer fee: \$6,000.00 per month in fees based on all recommendations listed below

This fee includes:

- Delivering of PR plan, strategy and time line within first 45 days. This plan will be realized with the Gargiulo team based on mutually agreed programs and elements
- Consult on brand identity and collateral development
- Development of key messaging for brand and winery to include visitor experience messaging and product messaging
- Editing and reworking of press materials to include biographies, feature on winery/history, fact sheets on winery and wines for press dissemination. Additional writing assignments will be charged on an hourly basis
- Central Information Office for Gargiulo Vineyards at BMC – Responsible for pro-active and reactive media relations
- Distribution of press releases (up to 6 throughout the year)
- Development of target media list (which is part of PR plan)
- Targeted wine sends to wine and lifestyle press for each new wine release and thorough follow up to maximize results
- Photo and video distribution – We will organize and hire photographers on behalf of Gargiulo for product, winery and vineyard artwork.
- Press trips - One group trip to Gargiulo Vineyards from Southern California and New York utilizing our contacts with airlines to receive complimentary or media rates for visiting press
- Minimum 15 individual media visits/year
- Integrate media into two winery events (non-launch)
- Consult on Auction Napa Valley and other top wine auction submissions and presentations
- Media pitches/placements to targeted press with thorough follow up to maximize results

Budget and Fees

[continued]

- Monthly reports
- Twice monthly phone or on-line meetings
- Media tour to New York, Los Angeles and San Francisco (can include sales team for separate trade exposure)
- Procurement of wine sponsorships at small upscale dinners with major media/publications such as Robb Report, Esquire, Movieline's Hollywood Life magazine dinners with celebrities, entertainment industry and press at Sundance Film Festival. .
- Consulting on sampling; procurement of wine sponsorships at other non-profit and wine industry/consumer events
- BMC supervision of all major press visits
- Outreach to entertainment industry including opportunities for wine exposure at events such as EXTRA! Television lounges for Oscars, Emmy's, etc.
- Introduction of Gargiulo Vineyards to sommeliers, restaurant owners/chefs, food and beverage directors at top restaurants and luxury hotel companies such as but not limited to Four Seasons Hotels and Resorts, Ritz Carlton Hotel Company, Rosewood Hotels and Resorts and luxury properties of Starwood.
- Communications and marketing assistance for small winery events and events including Gargiulo.
- Procurement of stories on The Gargiulo family in target publications
- Coordination of b-roll (television) and additional photography through media relationships/ visits to the property
- Identify and develop non-profit causes that will be of long term benefit to Gargiulo
- Begin to Identify strategic partnerships and alliances with brands that will be of long term benefit to Gargiulo program development and brand
- Media monitoring
- Comprehensive media and end of year reports
- Development of editorial calendars

Our terms are one-year contracts. Gargiulo Vineyards will be responsible for reimbursing BMC for out-of-pocket expenses incurred, plus an accounting fee of 17.5% for expenses billed through our system. Customary expenses, including but not limited to long distance telephone, postage, messengers, outside printing, fulfillment house fees, lodging and entertainment, will be recharged to you. There are opportunities when we can use client account numbers for such vendors as Fed Ex, and we are happy to do so as it cuts down on our accounting and our client's expenses. No expenditure over \$250.00 will be incurred on your behalf without your prior approval and any such expenditure may be subject to advance payment. At BMC, we endeavor to keep our client's expenses to a minimum. Invoices for our fees, costs and expenses are rendered monthly with appropriate back up and are due within 30 days. Fee invoices are due upon receipt.

Budget and Fees

[continued]

New Winery Launch - Event planning and production for the winery launch events

For major press event and consultation on ancillary events (hospitality directors, winery and hotel executives, and wine trade) \$10,000.00

This includes:

- Set the dates for the events based on potential event conflicts in Napa
- Coordinate with invitation designer and create invitation and event concept
- Write copy for invitation
- Design and distribute Save the Date (electronic)
- Provide names/affiliations for media list to target for event
- Mail media and guest invitations
- Follow up invitations sent to press to maximize attendance
- Install RSVP line and record RSVPs
- Coordinate a walk-through prior to event
- Secure photographers and musicians for event
- Pursue champagne and water sponsors if needed
- Pursue major wine personalities as well as writers to attend event
- Coordinate with event producer/caterer regarding menu, chef, security, fire regulations/capacity and flowers/decor
- Taste menu
- Produce and fulfill gift bags
- Follow up with press after event for press release/press kit distribution.
- Gain exposure for event in trade publications and local, regional and national wine/lifestyle press
- Hire photographer, review photography and disseminate appropriately
- Arrange one-on-one media desk side briefings locally to brief pertinent local press and west coast based media for national press on Gargiulo key messaging, announcing winery opening and new hospitality programs in Napa Valley
- Staffing at event for check in, supervision of press, photography and media relations
- Consult on all aspects of event from design to security
- Produce results wrap-up report