**It’s a new year and we’re excited to showcase a new and improved**

**2014 March Virginia Wine & Dine Month! Hashtags: #VaWine and #LoveByGlass**

***Love by the Glass: March Wine and Dine Month*** is right around the corner, and this year’s promotion is going to be BIGGER and better for Virginia wine restaurateurs!We will be executing an extensive social media marketing campaign via our Facebook, Twitter, Pinterest and Instagram channels to help promote your Virginia wine events associated with ***Love by the Glass: March* Wine *and Dine Month.*** Our office will be working closely with our media partners, thus providing additional valuable press and publicity for your business throughout the months of February and March. More press can equal more sales.

**How to Participate?** Agree to coordinate one or more of the following **promotions** for the month of March at your restaurant or retail shop:

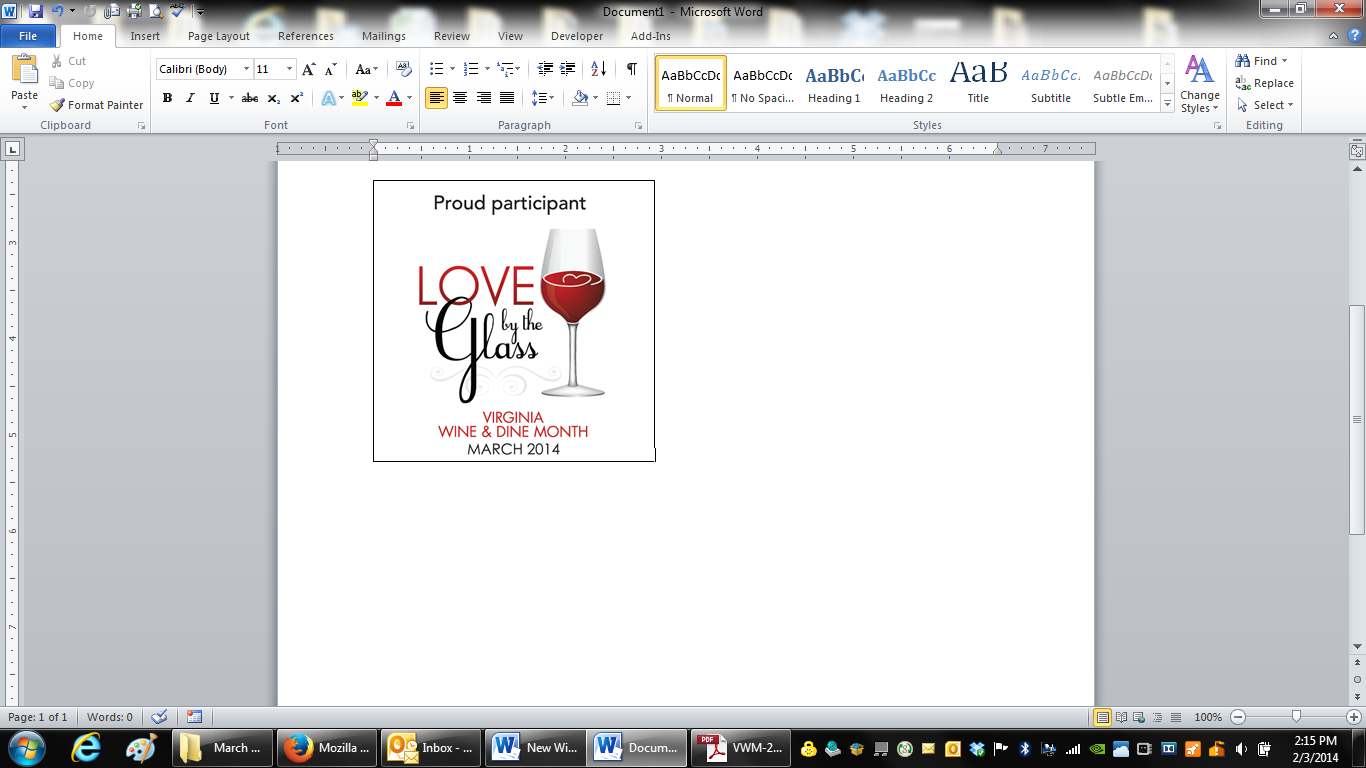
* Carry a minimum of 5 Virginia wines, either by the glass or bottle
* Host a Virginia winemaker’s dinner
* Offer a special Virginia wine tasting flight/comparative tasting
* Create a special prix fixe menu paired with Virginia wines
* Host a Virginia wine educational tasting or Virginia wine and food pairing
* Actively promote Love by the Glass: March Wine and Dine Month via your social media

**Create a buzz!** We need your help spreading the word about this year’s ***Love by the Glass: March Wine and Dine Month***. Connect with us! Actively promote **your *Love by the Glass: March Wine and Dine Month*** specials and events using our hashtags: **#VaWine** and **#LoveByGlass** via your social media.

Follow us at:

* **Virginia Wine Facebook:** [www.facebook.com/vawine](http://www.facebook.com/vawine)
* **Virginia Wine Twitter:** [twitter.com/VAWine](https://twitter.com/VAWine)
* **Virginia Wine Instagram:** vawine
* **Pinterest:** [www.pinterest.com/vawine](http://www.pinterest.com/vawine)

Participants can upload the official ***Love by the Glass: March Wine and Dine Month*** logo onto their website, print or web advertising and social media. You can download a digital copy (JPEG & PDF) of it here: <http://www.virginiawine.org/documents>



***How do trade partners sign up?*** It’s simple. Complete the attached registration form (pages 2 **and** 3) and submit it electronically to [Susan.Wagner@VirginiaWine.org](mailto:Susan.Wagner@VirginiaWine.org) by **Friday, February 21, 2014**. But don’t wait that long to submit your registration form, as we will start promoting participating trade partners via our social media and press releases now!

Participating trade partners will receive the featured ***Love by the Glass: March Wine and Dine Month*** static cling (to the right) window decal to display in window fronts for the month of March!

***Love by the Glass: March Wine and Dine Month***

**REGISTRATION FORM 2014**

Please fill out the attached registration form (pages **2** and **3**) electronically and **email** it to [Susan.Wagner@VirginiaWine.org](mailto:Susan.Wagner@VirginiaWine.org) by **Friday, February 21, 2014**

**Business Name:**

****

**Point of Contact:**

****

**Address:**

****

**City: State: Zip:**

**  **

**Business Phone: Business Website:**

** **

**Point of Contact Email: Business Email:**

** **

Select which promotion(s) are you committed to coordinating in conjunction with ***Love by the Glass: March Wine and Dine Month:***

Carry a minimum of 5 Virginia wines, either by the glass or bottle

Host a Virginia winemaker’s dinner

Offer a special Virginia wine tasting flight/comparative tasting

Create a special prix fixe menu paired with Virginia wines

Host an informal Virginia wine tasting educational event or Virginia wine and food pairing

Actively promote Love by the Glass: March Wine and Dine Month via your social media

**Give us a description of your promotion(s):**

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***Love by the Glass: March Wine and Dine Month***

**REGISTRATION FORM 2014 (continued)**

**Let’s work together!** Let us know your social media addresses so we can **actively share** and **retweet** your events. **Also, be sure to send us any photographs you have to** [**Susan.Wagner@VirginiaWine.org**](mailto:Susan.Wagner@VirginiaWine.org) **in relation to your promotion(s), preferably in advance – but we also welcome them throughout the month of March!**

Your business Facebook address: Your business Twitter address:

Your business Instagram address: Your business website address:

Additional information on your ***Love by the Glass: March Wine and Dine Month*** promotion(s):



Don’t forget to follow all of the ***Love by the Glass: March Wine and Dine Month*** action at:

* Virginia Wine Facebook: [www.facebook.com/vawine](http://www.facebook.com/vawine)
* Virginia Wine Twitter: [twitter.com/VAWine](https://twitter.com/VAWine)
* Virginia Wine Instagram: vawine
* Pinterest: [www.pinterest.com/vawine](http://www.pinterest.com/vawine)

**Questions?** Call Susan Wagner, Marketing Coordinator for the Virginia Wine Board Marketing Office

1001 E. Broad Street, Richmond VA 23219

Phone: 804-344-8200 Email: [Susan.Wagner@VirginiaWine.org](mailto:Susan.Wagner@VirginiaWine.org) Web: [www.VirginiaWine.org](http://www.VirginiaWine.org)