

Virginia Wine Board

Invitation to Submit Pre-Proposals

2027 - 2028

The Virginia Wine Board (VWB) is soliciting pre-proposals to fund research, education, and marketing projects that implement the [Wine Vision strategy](#)¹, to ensure a vibrant and sustainable industry for Virginia farm wineries and cideries.

Priorities: For this grant cycle, the VWB specifically seeks projects in the following areas:

1. Viticultural & Enological Research (Projects must include extension or demonstration, not just research).
2. Financial Sustainability & Industry Data
3. Technical Education & Workforce Development (in-person/regional delivery preferred)
4. Marketing (see Not Sought section below).

Pursuant to § [3.2-3005](#), at least one-third of the Wine Board's funding shall be expended for projects that advance viticulture and enological research concerning the growing of grapes and the production of wine in Virginia.

Not Sought: The Wine Board does NOT seek proposals for product development, to establish new enterprises, or for the benefit or profit of individuals or firms. Such proposals will be rejected. While the VWB may incubate ideas that eventually stand on their own, these grants are not small business loans for setting up or financing individual businesses. The VWB cannot fund legislative or lobbying efforts.

General marketing support is NOT part of this grant program. Instead, funds may be available for outstanding, well-defined projects that supplement and advance the current [marketing plan](#), or introduce Virginia wine and cider to new audiences. Marketing project ideas must reflect understanding of existing Virginia Wine Board Marketing Office efforts and priorities. Talk with the Virginia Wine Board Marketing Office: Annette.Boyd@VirginiaWine.org. See also the separate VA [Wine Board Matching Marketing Grant program](#)².

Funding: Projects are funded by the wine liter tax. A list of previously-funded projects is available [from virginiawine.org/pages/grants](#). Cost-sharing or matching is encouraged but not required.

Duration: VWB grants have a one-year period of performance. Existing projects that wish for additional funding in the coming year must submit a pre-proposal.

Eligibility: This process is open to public and private organizations inside and outside Virginia. Organizations may submit multiple pre-proposals.

Evaluation: The Wine Board will review pre-proposals and invite selected projects to submit full proposals for consideration. An invitation to submit a full proposal does not guarantee funding. The Board will evaluate pre-proposals on the following criteria:

¹ <https://view.monday.com/18075916513-53f103ed969bff395bc2165be7368d2d?r=use1>

² <https://virginiawine.us9.list-manage.com/track/click?u=7ad8381ed54345758c16f3964&id=c4cec29d3d&e=5f2dfcbcad>

- **Impact:** How well the proposed project addresses the above-stated VWB priorities including the quality, relevance, and availability of the project's intended result to its beneficiaries
- **Budget:** Reasonableness (at the pre-proposal stage. The full proposal will be evaluated for appropriateness and compliance with grant requirements)

At the full proposal stage, in addition to the above criteria, projects will also be evaluated on:

- **Project Plan and Applicant Capability:** Clarity and soundness of the project plan and applicant's proven ability to carry out the proposed project, including communication with its beneficiaries and its sustainability after VWB funding.

Definitions:

- **Wine:** Following [§ 4.1-100](#) of the Virginia code, "wine" includes cider and mead.
- **Research:** Projects that advance viticulture and enological research concerning the growing of grapes and the production of wine in Virginia.
- **Education:** Projects that disseminate information on wine production, viticulture or other aspects of the wine industry.
- **Marketing:** Projects that develop new or improved markets or marketing methods for wine and grape products, or projects that develop marketing, advertising and other promotional programs designed to promote the orderly growth of Virginia's wine industry.
- **New Project:** A one-year project that VWB has not previously funded.
- **Recurring Project:** This work repeats a similar one-year project that VWB funded with this applicant in the past.
- **Multi-Year (Continuing) Project:** This work directly continues effort on a current VWB project or would be the first year of a project that anticipates requesting additional funding in future year/s.

Format: Submit pre-proposals by completing [this Google Form](#). The form requests the following information:

- I. Name, Title, Email & Telephone of Project Lead
- II. Organization
- III. Type of Project (Select ONE; refer to Definitions above)
 - a. Research
 - b. Education
 - c. Marketing
- IV. Category of Project (Select ONE; refer to Definitions above)
 - a. New
 - b. Recurring (List years and amounts of previous VWB funding)
 - c. Multi-Year (List years and amounts of previous and/or anticipated future VWB funding)
- V. Title of Project (Fifteen words or less)
- VI. Total Budget requested
- VII. In one sentence, summarize the project. (525 characters)

(Example: Plan and conduct a technical training for winegrape growers to share information on pest management.)

VIII. What are the objectives of the project? (2000 characters)

(Example: Timely dissemination of current best practices for pest management to a broad set of Virginia winegrape growers.)

IX. Who are the beneficiaries of the project? (200 characters)

(Example: Virginia winegrape growers)

X. What is the project's anticipated impact on the Virginia wine industry? (2000 characters)

(Example: In keeping with the Viticultural & Enological Research and the Technical Education & Workforce Development priorities, improved yield and reduced costs for winegrape growers via better-informed decision making on spraying, shielding, and other vineyard pest management techniques.)

Deadlines: Pre-proposals must be submitted by 5:00 PM (Eastern) Tuesday, November 10, 2026 via Google Form at <https://forms.gle/LreQKaSnSWBnmUu17>. **Pre-proposals submitted after the deadline will not be considered.** Proposals that do not comply with these instructions will require remediation to be considered.

Information: An optional webinar, with information targeted toward first-time applicants, will be held via Zoom on Monday, October 19, 2026, at 11:00 am ET, at the following meeting link:

<https://us06web.zoom.us/j/84875287374?pwd=WlJChZswaLpJohIVJVbS5VMOr4698A.1&from=addon>

Selection: Pre-proposals will be evaluated by Board Members and the Technical Committee Chair then voted on during the December 3, 2026, Board meeting. Applicants will be notified by email on the status of their pre-proposal within two weeks of the meeting, along with any specific feedback and suggestions for modification. Applicants selected to submit a complete proposal will receive additional instructions. For those selected, final proposal submissions will be due February 10, 2027. The awarded grant period of performance will run from June 1, 2027, through May 31, 2028.

Contact: For questions about this grant program or for help with the application process, contact Jennifer Reichert, VWB Grant and Budget Manager (contractor), at VWBGrants@stonywater.com or 703-375-9004.