

# ARTISTE WINERY & TASTING STUDIO



The wine industry has always been an important partner for non-profits that need to raise money for important causes. Artiste Winery has raised thousand of dollars through wine donations to charities over the last six years.

Typically, wineries select their causes based on business philosophies, for political reasons, marketing advantages, or just because they care. In response to this difficult economic time in America, Artiste is launching this philanthropic program to help charities of all types and causes.

## Charity Affiliate Program

Now more than ever non-profit organizations need creative ways to increase their revenues to provide life changing programs. To help your charity help others, we have established a Charity Affiliate Program. For every person who buys wine at Artiste.com and designates your organization as the beneficiary (with a designated code), we will provide your Non-profit with up to a 20% of the net proceeds. If your charity qualifies, you can begin telling your volunteers, supporters and members about the program.

## How the Charity Affiliate Program works...

- 1) Artiste will give up to a **20% cash donation** from net wine sales that your members purchase on-line, using your non-profit's discount code.
- 2) Your volunteers, supporters and members, with the discount code, can also receive a **10% discount** on wine purchases.
- 3) Artiste will also provide your charity a sliding scale of **20% to 50% discounts** on Artiste wine for your fundraising events, based on volume.
- 4) Artiste will make the Tasting Studios (in Santa Ynez and Healdsburg) available for fundraising events at **50% off** our facility rental rate.
- 5) Artiste will provide a reciprocal link to your website on Artiste.com, increasing your on-line exposure.
- 6) Artiste can even create custom wine labels or wine club memberships for your fundraising events and/or members to purchase!

Apply by downloading the **Charity Affiliate Application** PDF form online at [www.Artiste.com](http://www.Artiste.com), and fax it back to us at (707) 433-1935. We will confirm receipt of your request and qualify your organization in approximately 5 working days. Thank you!



### SANTA YNEZ

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### HEALDSBURG

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[healdsburg@artiste.com](mailto:healdsburg@artiste.com)



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## Charity Affiliate Application

Complete and fax this form to (707) 433-1935

Or mail it to 439 Healdsburg Avenue, Healdsburg, CA 95448

If you have any questions, please call (707) 433-1920. Thank you!

### To become an Artiste Charity Affiliate, your organization must:

- 1) Be a registered non-profit organization located in the United States
- 2) Be willing to do media interviews and testimonials about your partnership with Artiste Winery.
- 3) Explain how you plan to use the money provided your organization from Artiste Winery.

Are you a non-profit organization? Yes / No Tax ID Number \_\_\_\_\_

Name of Organization \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Website \_\_\_\_\_

Contact person & contact information: \_\_\_\_\_ Contact email address: \_\_\_\_\_

Name of director, president or organization leader \_\_\_\_\_ Director email address: \_\_\_\_\_

Media/PR person & contact information: \_\_\_\_\_ Media/PR email address: \_\_\_\_\_

Number of years in operation / Number of members and volunteers: \_\_\_\_\_

Organization's primary purpose: \_\_\_\_\_

Is your organization willing to do media interviews and testimonials about your affiliation with Artiste Winery and Tasting Studio, if the opportunity arises? Yes / No

Is your organization interested in hosting events at Artiste Studios? Yes / No / Maybe

How do you currently communicate with your members and volunteers? (Circle all that apply)

NEWSLETTER E-NEWSLETTER WEBSITE EMAIL DIRECT MAIL PHONE FUNDRAISING EVENTS OTHER

Please tell us how you plan to use the money provided to your organization through Artiste Winery:

Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Title/ Position: \_\_\_\_\_ Date / / \_\_\_\_\_

### For Office Use Only:

Processed by: \_\_\_\_\_ Received Date: / / \_\_\_\_\_

Contacted: \_\_\_\_\_ Contacted Date: / / \_\_\_\_\_

Approved by: \_\_\_\_\_ Approved Date: / / \_\_\_\_\_

Charity Code: \_\_\_\_\_ Commencement: / / \_\_\_\_\_

