



Viticulture & Technology Foundation

Procedure for VWT 3900 – Allocation of Wine for Promotional Use

The Napa Valley College Viticulture & Winery Technology Foundation identifies promotional use of wine as defined in the adopted VWTF Marketing Plan

No wine donations will be made outside of the adopted VWTF marketing plan.

Marketing Plan promotional use initiatives are developed, specified, and managed by the Winery Operations Manager. The Winery Operations Manager, in collaboration with the VWT program and Enterprise & Auxiliary Services, will submit an annual proposed budget for approval by the VWTF Board of Directors at its Annual Organizational Meeting.

Requests for the promotional use of wine require a request form to be completed and submitted to the Winery Operations Manager. Requests will be evaluated per the adopted VWTF Marketing Plan and approved for fulfillment by the Winery Operations Manager in collaboration with the Dean of Career Education and Workforce Development. Promotional use of wine will be reported quarterly to the VWTF Board of Directors.

Wine purchases made on behalf of the NVCCD are subject to review and approval by the Vice President of Administrative Services.

The NVCCD's staff and departments and foundations will be asked to join the wine club in order to receive a 20% discount on purchases on behalf of the District.

The Winery Operations Manager is responsible for delivery/fulfillment, inventory, promotional use tracking/reporting, and other related records and activities.

Approved
03/23/2022
VWTF Board Chair