

*Donation and Event Guidelines*

We have tried to put together some guidelines to save your time and energy. We get frequent requests for donations of wine, time, and auction items, and we also get frequent requests for support of wine tastings, which includes our personnel's travel time and wages. We are asked for far more donations than we can possibly support, so we use our request form to help us evaluate them in a fair manner. With the list of ideas below, we are trying to save your time before filling out the form.

If you want a brief snapshot of how we would consider your request, you may e-mail us a 2-3 sentence description before putting all the information together, and we will be happy to give you a quick "probably" or "probably not".

Location – New York State is best, other areas will generally be considered only if it is an area where we have a strong presence. This would include areas in which we clearly have distribution, and that information is available on our web site.

Purpose – This must be charitable. If you are looking for wine support for a business function, please do not use this form, but instead send us an e-mail outlining your event plans, and we will let you know if there is a way to cover it. Frequently licensing issues get in the way. "Charitable" does not include private functions such as high school reunions.

Time Frame – Please do not even ask if your event is tomorrow! We appreciate and are more willing to support those events that carefully consider and plan their function, including the wine and food portions.

Beneficiaries – While we recognize that there are many very good causes benefiting young people, we think it inappropriate to donate wine for the benefit of people who cannot even drink our product. Please limit your requests to those where the ultimate beneficiaries are over 21. There may be some very limited exceptions relating to health care issues, where the beneficiary is a hospital or entity which treats those under 21, and for these you should e-mail us first, before completing the form.

Follow up – Once you have submitted our request, you do not help your cause by calling repeatedly. Our first mission is to grow grapes and make fine wine, our second is to sell it. Giving it away, while often an important part of our overall marketing program, and also important to our local and global community, is not our top priority and we must evaluate these requests in light of their contribution to our overall business.