



Your Brand & Toast to the Tour

Your Brand Ambassador:
Toast to the Tour provides option to represent your brand if your sales team cannot attend

Direct Sales Events
Your salesperson attends events [optional]
Toast to the Tour, Florida [10 events]
Toast to Humanity, 10th Anniversary

Members
Purchase tickets to attend events
Wine tastings of your brands
Exposure to your brands in a new venue - PGA clubs

PGA Club Hosting Event
Markets to members
Minimum 75 attendees
Clubs are licensed for these events
Each brand has individual skirted table
Club purchases wines at wholesale

Social Media/Marketing
ToastToHumanity Facebook Page
Toast2Humanity Twitter
Public relations
WeekendWineWatch Blog

SFPGA Foundation
Support charity of choice - Habitat for Humanity