Ohio Grape Industries

Ohio Wines
Love at first sip
Branding Ohio Wines

By 2015, Ohio is recognized as a unique wine producing region in the United States that has earned respect nationally and internationally for high-quality wines.

Ohio wine/grape industry, 2002
Strategies for Going Forward

• Public policies and investments that matter

• Relationships the realize results

• Marketing and communications initiatives that are consistent and integrated
Making It Work

Sharing the Cost of Marketing & Promotion
Cost Share Marketing & Promotion

• Reimbursement program for 45% of legitimate, validated expenses not to exceed $2,500
• Requires the use of the Ohio wine logo
• Open to all A2 permit holders and producers of value-added grape products
• Pilot program
How does it work?

1. Plan the project
2. Get the reimbursement packet from OGIC
3. What, why, when and how much?
4. Get support
5. Send the information, including a signed registration form, to the OGIC office by end of business March 30, 2005
6. Wait for approval notice
Getting Approval

• Program is funded with $25,000 to be distributed on a competitive basis
• Multiple winery projects are encouraged
• Review OGIC priorities
• Provide all of the required documents on time
• Call the OGIC office with questions or concerns
Approval Process

- Notification issued not later than May 1, 2005
- Issuing the contract
  - Licensing
  - Reimbursement form
- Logo guidelines
Collecting the Money

• Fill out the reimbursement form

• Send it along with copies of advertisements, promotional materials, items produced with OGIC funds

• Send complete invoices for advertisement/services and or/purchases

• Final report for events need to include attendance records, paid and unpaid, and whether or not the project/event achieved the anticipated outcomes. If not why not.

• Wait for the check