



The Riesling Trail

September 2014

P.O. Box 637,
Clare, SA, 5453
E: admin@rieslingtrail.com.au

Dear potential Business Friend of the Riesling Trail,

Local businesses will continue to benefit from future growth and improvement of the Riesling Trail, and we are keen to regain financial support from businesses such as yours to ensure the future sustainability of the Riesling Trail. As a committee, we are very conscious that the trail itself is in need of continual upgrading and on-going maintenance. This is necessary to effectively accommodate the growing number of users, a large portion of whom are tourists.

The Clare Valley Winemakers Inc (CVWI), which owns the Trademark name "*The Riesling Trail*"™, has recently delegated authority to the RTMC to administer the use of the name "*The Riesling Trail*"™. Many businesses may not be aware that "*The Riesling Trail*"™ name is protected by Trademark legislation.

Through this letter, we would like to once again offer your business the opportunity to become a 'Business Friend' of the Riesling Trail.

Benefits of being a Business Friend of "*The Riesling Trail*"™ are as follows:

- Free use of the name "*The Riesling Trail*"™ in marketing material,
- Business Name on sponsorship board at the Trailhead, top of Lennon Street,
- Business Name on the Riesling Trail website *with link* to the business's website,
- E-Newsletters produced seasonally with the opportunity for Business Friends to advertise their business
- Feature on our Facebook Page from time to time.

The new annual fee for a 'Business Friend' is \$150.

A higher level of business support, known as Business Partner, now also exists. This is designed to directly benefit businesses in close proximity to the Trail and includes a sign. Business Partners are limited to 20 at any one time but a Business Friend can go on the waiting list if a current Business Partner does not renew for any particular reason. Further information about Business Partnership can be obtained by phoning:

Mark Hill on 0409 678 022 or Email any enquiries to admin@rieslingtrail.com.au

Kind regards

A handwritten signature in cursive script that reads "Monica".

Monica Trengove

Riesling Trail – Marketing Sub Committee

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