



## **OVERVIEW & ENROLLMENT APPLICATION**

### ***CUSTOMER & PARTNER LOYALTY PROGRAM FOR THE FLY FISHING & ANGLING TRADE***

#### **Introduction**

StoneFly Vineyards is a Napa Valley winery dedicated to pairing the rich traditions of fly fishing and fine wine making. In addition to serving an outstanding collection of fine wines, a key element of StoneFly's mission is to be a partner to small businesses and organizations who form the heart of the fly fishing and angling economy.

#### **Program Objectives**

The purpose of the StoneFly Vineyards customer and partner loyalty program is to help our fellow members of the angling and fly fishing trade boost their businesses by increasing customer loyalty and strengthening relationships with valued partners. At StoneFly we also appreciate the opportunity to get the word out about our winery and fine wine products.

#### **How It Works**

Our program is designed to give you a great way to thank and show appreciation to your best customers, colleagues and partners. Here are the steps:

1. Submit a short application (next page) to StoneFly Vineyards which verifies to us that you are a verifiable member of the angling business and economy.
2. If you do not have a website, please fax or email a copy of one of your brochures or other business related marketing materials.
3. Once approved you qualify for an exclusive trade discount of 33% off orders of StoneFly Vineyards wine shipped to your valued customers and partners.
4. You place orders via telephone with StoneFly Vineyards by calling our Chief Fly Fishing Officer (CFF) Nick Papadopoulos at 1.707.836.5492 (*Please note: you may be required to share a few recent fishing stories!*)
5. The StoneFly team will assist you in wine selection and help you create a high-quality thank-you or greeting card which includes your own personal note as well as your logo or pictures from a memorable fishing adventure.

