

2025

Matching

Marketing Grants for

PA Wine Trails

*Virginia Mitchell, Grant Manager*

# WINE TRAIL GRANTS 2025

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This grant funding is to be used for wine trail marketing efforts and is made possible by the Pennsylvania Wine Marketing Research Board and Pennsylvania Liquor Control Board.

Wine Trail Marketing Grant Applications will be accepted  
February 1 to March 15, 2025.

## WINE TRAIL GRANTS 2025 | STATEMENT OF PURPOSE & FUNDING

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The Pennsylvania Winery Association (PWA) is the lead marketing and promotional voice for Pennsylvania wines, wineries and wine trails. Funding from this grant program is to be used as matching funds for cooperative advertising and promotional initiatives by a collective group of Pennsylvania Wineries (Wine Trails) to help increase awareness of, and attract visitors to PA Winery Tasting Rooms.

- Total Funding: **\$65,000**
- Total Project funds per Wine Trail cannot exceed \$30,000
- Total Project funding is awarded based on a PWA/wine trail match

# WINE TRAIL GRANTS 2025 | ELIGIBLE APPLICANTS

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Applicants must represent a collective group of PA wineries (PA Wine Trail) that hold Limited Winery Licenses.

**Wine Trails must show the following proof of eligibility:**

- Bylaws
- Articles of Incorporation
- Identified Leadership
- Identified Wine Trail Representative
- Trail Membership and PWA Membership
- Functioning dedicated Wine Trail Website
- Functioning dedicated Wine Trail Social Media

# WINE TRAIL GRANTS 2025 | GUIDELINES

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- **Funding Guidelines**

- Wine Trails must be able to provide a dollar match when submitting the application.
- Funds may only be used for Marketing and Promoting the PA Wine Trail.
- Funds may not be used for administration, website hosting, overhead, capital projects, or merchandise.
- Establishment of a brand is not considered an acceptable project.
- Participant contributions must be in cash, not trade. In-kind expenditures are not eligible.
- All funds must be spent between **February 1, 2025 – November 1, 2025.**

# WINE TRAIL GRANTS 2025 | GUIDELINES

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- **Marketing Asset Guidelines**

- Acknowledgment for Pennsylvania Wines and its official logo must be included on any advertisement or literature paid for using grant funds. (Any exceptions to this requirement must be approved by the PWA before publication.)
- The Pennsylvania Wines logo, PA wines social media handle (@pawines), and/or a link to pennsylvaniawine.com must appear on recipients' website and all work products.
- Incorrect use of the PA Wines logo throughout the project will jeopardize reimbursement.
- **All Wine Trail's marketing materials must be approved** by PWA before publication.
- Marketing assets must be submitted through an online form: [\*\*https://forms.gle/hSeecv9dkFDk1apN9\*\*](https://forms.gle/hSeecv9dkFDk1apN9)
- Wine Trails that are awarded matching funds must submit satisfactory applications, reporting, and supporting documentation via online forms during the grant cycle. Incomplete forms will not be accepted for consideration.

# WINE TRAIL GRANTS 2025 | GUIDELINES

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- **Campaign Budgets**

- The Application, Progress Report, and Final Report must include a **Budget Worksheet** and supporting documents (bids, quotes, paid invoices, etc) for the requested funding.
- The Budget Worksheet must list all project activities. Upload as a PDF or spreadsheet.
- Paid invoices must be submitted as one document and in order of the budget worksheet. Upload as a PDF.
- The Budget Worksheet template can be found **here**.

- **TIP:** Keep everything organized and in order in google excel, google docs, and/or canva.



# WINE TRAIL GRANTS 2025 | BUDGET EXAMPLE

“Receipts! Proof! Timeline! Screenshots!

Budget Worksheet

	A	B	C	D	E	F
1	BUDGET WORKSHEET - PA WINE TRAIL MARKETING CAMPAIGN MATCH					
2	Copy/Paste or Download. Do not fill out this google sheet template.					
3						
4	Wine Trail Name	Wine Trail				
5	Budget Worksheet	EXAMPLE				
6	Total Project Cost	\$14,500.00				
7	PWA Match	\$0.00				
8	Wine Trail Match	\$0.00				
9						
10						
11	Vendor	Invoice #	PWA Match	Wine Trail Match	Total Project Cost	Notes
12	BK Dupont (Social Media, Content, Printing Company)	123456			\$2,000.00	Paid Invoice
13	Meta	1234			\$5,000.00	Credit Card Payments
14	John Billboard	INV-12345-1			\$5,000.00	Check
15	Google Ads	N/A			\$1,500.00	Credit Card Payments
16	Staples - Printing	9927224922			\$1,000.00	Credit Card, Receipt
17						
18						
19						
20						
21						
22						
23						
24						
25						
26						
27						
28						
29						
30	TOTAL		\$0.00	\$0.00	\$14,500.00	

Proof of Payments





# WINE TRAIL GRANTS 2025 | TIMELINE

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Feb 1 – March 15	Accepting Applications
Feb 1 – Nov 1	Grant Funding (spending can only take place during this time frame)
March 15	Deadline: Application
April 1	Funding announced
August 1	Deadline: Progress Report
November 1	End of funding period. All payments and campaigns must be complete.
November 15	Deadline: Final Report
December 31	Deadline: Reimbursement checks must be cashed.

# WINE TRAIL GRANTS 2025 | INITIAL REIMBURSEMENT

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- Upon announcement of the grant funding, wine trail representatives will provide PWA the following documents to receive an initial reimbursement:
  - Signed agreement (this will be sent with award announcement to the wine trail representative)
  - **W9** Form
- Checks will be mailed to the address indicated on the Signed Agreement.

# WINE TRAIL GRANTS 2025 | FINAL REIMBURSEMENT

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- Recipients will receive the final 50% of the match grant balance by submitting a Progress Report by August 1, 2025 and a satisfactory Final Report on or before November 15, 2025.
- All project expenses must be completed by November 1, 2025.
- Final Reimbursement check must be cashed by December 31, 2025.
- Checks will be mailed to the address indicated on the Final Report.

# WINE TRAIL GRANTS 2025 | APPLICATION PROCESS

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- To be considered for Grant Funding, applications can be received February 1, 2025 to March 15, 2025.
  - **Application deadline is March 15, 2025.**
  - Complete the online application form here: <https://forms.gle/o3HjHC1AeM5QaFrL6>
- Supporting Documentation must be submitted to the PWA to be considered for initial reimbursement:
  - Campaign Details
    - Description of your target market in 3 to 5 sentences
    - Identification of 3 program goals
    - Description of expected outcomes in 3 to 5 sentences
    - Description of overall marketing campaign
  - Budget Details
    - Upload a budget worksheet
    - Upload one PDF with all quotes/bids for the Wine Trail projects

# WINE TRAIL GRANTS 2025 | PROGRESS REPORT

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- A progress report will help PWA determine if the Wine Trail's projects, goals and funding will be satisfactorily met by the end of the funding period. At this time, PWA staff can help with any justified changes to the project.
  - **Progress Report deadline is August 1, 2025.**
  - Complete the Progress Report form here: <https://forms.gle/zehfKBNVm7YuqG409>
- Supporting Documentation must be submitted to the PWA to be considered for final reimbursement:
  - Campaign Details
    - Description of the success of the Trail's marketing campaign in 2-4 sentences
    - Upload the Trail's campaign works with 2-4 examples (social media, brochure, website edits, advertisements, etc)
  - Budget Worksheet
  - Proof of Payment by the Wine Trail: Canceled checks, receipts, and/or paid invoices to the vendors/suppliers
  - Proof of PWA logo on wine trail website

# WINE TRAIL GRANTS 2025 | FINAL REPORT

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- **The Final Report deadline is November 15, 2025.**
- The final reimbursement will be distributed upon the satisfactory completion of the final report.
- Failure to submit a final report will result in the Wine Trail's return of the initial funds.
- Complete the Final Report form here: [\*\*https://forms.gle/Kn38wDnJmkPp10Jh9\*\*](https://forms.gle/Kn38wDnJmkPp10Jh9)
- Supporting Documentation must be submitted to the PWA for reimbursement:
  - Final Report must be submitted to PWA and include the following details and supporting documents:
  - Campaign Details
    - Goals of the campaign and if/how they were achieved, supported with data and analysis.
    - Identification of a target market
    - Description of the final outcomes: measurements and/or outcomes of marketing effectiveness
  - Budget Worksheet
  - Proof of Payment by the Wine Trail: Canceled checks, receipts, and/or paid invoices to the vendors/suppliers
  - Work Products
    - include copies of printed materials, social media posts, photography, commercials, radio ads, videos, etc.
    - Work Products can and should be referenced in the Final Report as copies of the original work or links to the original work.



# WINE TRAIL GRANTS 2025 | MARKETING TIPS

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Marketing assets must be submitted through an online form:

**<https://forms.gle/hSeecv9dkFDk1apN9>**

A mention of PA Wines must be included in all of your campaign projects, this includes:

- PA Wines logo (on all print or digital media)
- mentioning 'PA Wines' or “Pennsylvania Wines” if it is audio (radio ad, etc)
- tagging @pawine on social media
- linking to PA Wines website

Find the PA Wines logos at **<https://pennsylvaniawine.com/about/press>**

Schedule a collaboration post on instagram with PA Wines:

**<https://forms.gle/hSeecv9dkFDk1apN9>**

# WINE TRAIL GRANTS 2025 | MARKETING CAMPAIGNS

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- Wine Trail Events & Promotional Opportunities
- Funds may be used for marketing purposes within one of the following marketing categories:
  - Traditional Advertising:
    - Magazine Editorial
    - Printed Promotional Materials
    - Billboard
    - Radio Advertisement
  - Digital Advertising:
    - Social Media
    - YouTube
    - Google

**TIPS:** Plan to meet with your wine trail to determine the marketing campaign, budget, and vendors. Keep your campaigns simple, involving wine trail events or winery collaborations.

# WINE TRAIL GRANTS 2025 | MARKETING CHECKLIST

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1. Create marketing materials and content
2. Mention PA Wines or Pennsylvania Wines
3. Include PA Wines Logo, PennsylvaniaWine.com, and tag @pawines
4. Submit materials to the online submission form:
  - a. <https://forms.gle/7SovrCkZUkxRhXMw7>.
5. Get Approval from PWA
6. Post or Publish
7. Tag @pawines and #pawines

# WINE TRAIL GRANTS 2025 | MARKETING EXAMPLES

## INSTAGRAM/FACEBOOK POST



🍷✨ Join us this May for the Rosé Soirée, a fabulous wine trail event celebrating all things rosé!

Explore picturesque vineyards, indulge in exquisite rosé tastings, and enjoy live music and gourmet bites. 🍇❤️  
It's the perfect way to kick off the season—save the date and sip in style! 🌸

Find the link in our bio, story, or at [winetrail.com](https://winetrail.com).

#RoséSoirée #WineTrail #SipSipHooray #PAWines # PAWine

Tags:

@pawines  
@wineryABC  
@winery123  
@wineryXYZ



# WINE TRAIL GRANTS 2025 | MARKETING EXAMPLES

## PRINTED MATERIALS



# WINE TRAIL GRANTS 2025 | MARKETING EXAMPLES

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## RADIO AD

“This May, get ready for a wine experience like no other—the Rosé Soirée is back at participating wineries! Sip your way through Wine Trails’s most scenic vineyards, where you’ll discover the best local rosés, enjoy delicious pairings, and dance to live tunes all weekend long! Don’t miss out—grab your tickets at [wine-trail.com](https://www.wine-trail.com); and toast to great times, and Pennsylvania Wines!”



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TAG *@*pawines  
on all social posts.

# Thank you!

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**2025 WINE TRAIL MARKETING GRANTS**

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