



Partnership Opportunity Map

Visualize Your Growth Ecosystem Before You Build It

This is not a brainstorming page. It is a decision-making tool. You are mapping where your best growth will come from, then prioritizing accordingly.

Fill it out with real businesses, not ideas.

Quadrant Layout (by Impact vs Ease of Execution)

	High Ease (<i>Quick to Launch</i>)	Lower Ease (<i>Requires Build-Out</i>)
High Impact (Revenue / Volume)	PRIORITY PARTNERS Start here first	STRATEGIC BUILDS High payoff, longer setup
Lower Impact (Brand / Supplemental)	EASY WINS Fill gaps, test ideas	LOW PRIORITY Revisit later

Category Blocks (Fill In Each)

Hotels / Hospitality

Target Partners:

(Example: Auberge, boutique inns, luxury Airbnbs)

Audience Overlap:

(Weekend travelers, high-spend visitors, wine tourists)

Opportunity Value:

(Est. # of guests/month × avg spend)

Quadrant Placement:

(Circle one: Priority / Strategic / Easy / Low)

Drivers / Tour Companies

Target Partners:

(Private drivers, Sprinter van companies, tour operators)

Audience Overlap:

(Group tastings, high conversion visitors)

Opportunity Value:

(Est. # of guests/month × avg spend)

Quadrant Placement:

(Circle one: Priority / Strategic / Easy / Low)

Restaurants

Target Partners:

(Local restaurants, somm-driven programs, chef-owned spots)

Audience Overlap:

(Food-focused, experience-driven customers)

Opportunity Value:

(Est. # of guests/month × avg spend)

Quadrant Placement:

(Circle one: Priority / Strategic / Easy / Low)

Corporate / Gifting

Target Partners:

(Real estate teams, financial firms, tech companies, law offices)

Audience Overlap:

(High-volume buyers, client gifting needs)

Opportunity Value:

(Est. # of guests/month × avg spend)

Quadrant Placement:

(Circle one: Priority / Strategic / Easy / Low)

Community / Lifestyle

Target Partners:

(HOAs, country clubs, wellness spaces, local organizations)

Audience Overlap:

(Local repeat customers, lifestyle buyers)

Opportunity Value:

(Est. # of guests/month × avg spend)

Quadrant Placement:

(Circle one: Priority / Strategic / Easy / Low)

Scoring Guide (Keep It Simple)

Use a quick 1–3 scale for each:

Audience Match:

1 = Low | 2 = Medium | 3 = Strong

Revenue Potential:

1 = Low | 2 = Moderate | 3 = High

Ease of Execution:

1 = Complex | 2 = Moderate | 3 = Easy

Total Score = Priority Indicator

Final Prioritization

After filling out all categories, answer:

Your Top 3 Priority Partners:

Your Best “Easy Win” to Launch This Month:

Your Long-Term Strategic Build:

Why This Works

Most wineries treat partnerships like scattered opportunities.

This forces you to:

- See your entire ecosystem at once
- Compare opportunities objectively
- Focus on what will actually drive revenue
- Build partnerships that are intentional, not accidental

Final Note

Growth doesn't come from more partnerships, it comes from choosing the right ones, structuring them well, and repeating what works.