



Partnership Outreach & Pitch Builder

A Simple Framework for Starting Better
Partnership Conversations.

Introduction

Most wineries struggle with partnerships for one reason: They overcomplicate the outreach.

The goal is not to sound corporate, instead the goal is to sound clear, thoughtful, and mutually beneficial.

This template helps wineries confidently start conversations that feel natural, aligned, and easy to say yes to.

Part 1: Before you Reach Out

Quick Alignment Questions

Before contacting a potential partner, answer these first:

1. Who are they serving?
2. Why does their audience overlap with yours?
3. What value can you realistically offer them?

What would success look like?

- Visitor traffic
- Reservations
- Club signups
- Corporate gifting
- Brand visibility
- Other: _____

What is the easiest possible first collaboration?

Part 2: The Partnership Pitch Formula

Simple Fill-in-the-Blank Structure

1. Introduce Yourself

Who you are

Hi _____,
My name is _____ and I'm with _____ Winery in _____.
We focus on _____.

2. Explain Why You're Reaching Out

Why them specifically

I've been following your business and really appreciate the way you
_____.
It feels like we serve a very similar type of customer who values
_____.

3. Establish the Shared Connection

Audience overlap

Many of our guests are also looking for:
I think there's a natural opportunity to create a better connected experience for both of our audiences.

4. Present the Opportunity Clearly

Simple value exchange

I'd love to explore a simple partnership where we could:

- Refer guests to one another
- Create a preferred experience
- Collaborate on gifting or events
- Build something mutually beneficial for both businesses

Potentially something as simple as:

5. Make the Next Step Easy

Low-pressure CTA

- Would you be open to a quick coffee or 15-minute conversation sometime in the next couple of weeks?
- No big pitch. Just exploring whether there's a fit.
- Looking forward to connecting,



Part 3: Tone Guidance

How to Sound Like a Relationship, Not a Sales Pitch

DO

- Keep it conversational
- Make it specific to them
- Focus on mutual value
- Keep the ask small and easy
- Sound human and local

DON'T

- Overuse corporate language
- Lead with “partnership opportunities” jargon
- Send long, generic emails
- Make the first interaction transactional
- Overcomplicate the proposal

Part 4: Quick-Start Outreach Examples

EXAMPLE 1: HOTEL / HOSPITALITY PARTNER

Goal: Guest referrals & concierge traffic

Hi Sarah,
I'm Jake from North Ridge Winery here in Sonoma.

I've had several guests mention your property recently and I really love the experience your team has created for visitors coming into the area.

A lot of our guests are looking for elevated but approachable wine country experiences, which feels very aligned with your audience as well.

I'd love to explore a simple collaboration where we could create an easy referral relationship between our teams, potentially with preferred reservation access or concierge recommendations for your guests.

Would you be open to grabbing coffee sometime next week?

Thanks,
Jake

EXAMPLE 2: REAL ESTATE PARTNER

Goal: Welcome gifting + new resident experiences

Hi Amanda,

My name is Lauren and I manage partnerships at Valley Oak Winery.

We've been looking at ways to better connect with new homeowners and families relocating into the area, and your team immediately came to mind because of how community-focused your brand feels.

I think there could be a really natural opportunity to create a "Welcome to Wine Country" experience for your clients through gifting, tasting experiences, or local introductions.

Would love to connect briefly and see if there's a fit.

Best,
Lauren

EXAMPLE 3: CORPORATE GIFTING PARTNER

Goal: Recurring gifting orders

Hi Michael,

I'm reaching out from Cedar Hill Winery.

We work with several local businesses on client and employee gifting, and I thought there might be an opportunity to support your team with elevated wine gifting during key client moments throughout the year.

We've built some simple, customizable gifting options that are easy for businesses to implement without creating extra work internally.

Would you be open to a short conversation to explore whether it could be useful for your team?

Thanks so much,
Emily

Part 5: Partnership Conversation Notes

After the Meeting

- What did they care about most?
- What opportunities stood out?
- Potential next steps
- Follow-up date

Why This Works

Most wineries delay outreach because they think partnerships require:

- Complex proposals
- Formal programs
- Perfect presentations

They don't.

Strong partnerships usually start with:

- A shared audience
- A simple conversation
- A clear mutual benefit
- This framework removes hesitation and helps wineries:
- Start conversations faster
- Sound more confident
- Build stronger local relationships
- Create repeatable growth opportunities

Final Reminder

The best partnerships rarely begin with a pitch deck, they begin with a thoughtful conversation and a clear reason to work together.

