



## **MADERA VINTNERS ASSOCIATION**

### **Responsible Transportation Partner Program Agreement**

The Madera Vintners Association (MVA) encourages responsible transportation companies to have their clients visit all of the wineries on the Madera Wine Trail. As transportation companies are aware, the wineries are held to laws and high standards within the State of California and the County of Madera to maintain an orderly and safe environment where alcoholic beverages are being served. The MVA established the Madera Wine Trail Designated Driver program to encourage responsible visitation of the MVA member wineries. Through this program the wineries recommend the use of transportation companies as an alternative to driving. However, a problem faced by many wineries on the Madera Wine Trail is the number of highly intoxicated and disruptive customers being brought to them by some transportation companies. To eliminate the problem the MVA seeks to develop a closer working relationship with all transportation companies by implementing the "Responsible Transportation Partner" program. Through this program the MVA asks transportation companies to agree to not bring overly intoxicated or disruptive customers to Madera Wine Trail wineries. The MVA seeks an agreement that the transportation company will utilize its "best effort" practices to deal with problems related to this topic when it is brought to their attention.

The Madera Wine Trail wineries have agreed to:

- Provide preference to those transportation companies that have agreed to and signed the Responsible Partner Program Agreement
- Provide scheduling for winery visitation to provide the best experience for our mutual clients
- Provide promotion of the transportation company by adding company name to a list distributed to the MVA member wineries.
- Establish individual winery and transportation company promotional programs on a case by case basis

As a Transportation Company, I agree to the following:

- I agree to contact a destination winery in advance to obtain permission for a visit from us for groups of 10 or more people
- I agree to notify the winery in advance of any change in arrival time or plans.
- I agree to highly discourage the consumption of hard liquor and beer during a Madera Wine Trail visit.
- I agree on a "best effort" basis to make sure the customers I am bringing to a winery are neither obviously intoxicated or are disruptive.
- I agree that when advised by winery personnel that my customers are creating a problem, I agree to immediately remove them from the property.
- I agree to take action to correct any problem related to the customers I bring that are brought to my attention by the MVA or MVA member wineries.
- I agree to encourage my customers to purchase wines from the wineries to which I bring them rather than transport them to alternative retail outlets.
- I agree to encourage my customers to visit MVA member wineries.
- I agree to distribute to my clients the "Tasting Etiquette" handout
- I agree to provide a copy of this Agreement of all my drivers.
- I agree to maintain all licenses in accordance with PUC Code 5384.1.

Transportation Company Name \_\_\_\_\_

DBA (if applicable) \_\_\_\_\_

Company Address \_\_\_\_\_

Company Telephone Number \_\_\_\_\_

Company Contact \_\_\_\_\_ Email \_\_\_\_\_

Signature and Title \_\_\_\_\_

Printed Name \_\_\_\_\_ Date \_\_\_\_\_

TCP#: \_\_\_\_\_

**Note: The MVA member wineries retain the right to refuse service to those transportation companies that do not abide the conditions of this agreement.**