



Madera Vintners Association Responsible Transportation Partner Program Membership Agreement

The Madera Vintners Association (MVA) is encouraging responsible transportation companies to visit the multiple 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 takes seriously the problem of highly intoxicated and disruptive customers being brought to them by transportation companies. Therefore, the wineries desire to develop a closer working relationship with those transportation companies who on a best effort basis will attempt to not bring to their wineries overly intoxicated or disruptive customers and who agree to deal with problems related to this topic when it is brought to their attention. The MVA wineries have agreed to:

1. Provide preference to those transportation companies that have agreed to and signed the Responsible Partner Program Agreement.
2. Provide promotion of the transportation company by maintaining and releasing a Responsible Partner List with company contact information to each MVA member winery on a monthly basis.
3. Recommend to customers to patronize those transportation companies that have agreed to the conditions of the Responsible Partner Program
4. Establish individual winery and transportation company promotional programs on a case by case basis.
5. Provide pre-event ticket discounts for MVA sponsored events

As a Transportation Company, I agree to the following:

1. 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 also agree to notify the winery in advance of any change in arrival time or plans.
2. I agree to highly discourage the consumption of hard liquor and beer during a Madera Wine Trail winery visit.
3. I agree on a best effort basis to make sure the customers I am bringing to a winery are neither obviously intoxicated nor disruptive. When advised by winery personnel that my customers are creating a problem, I agree to immediately remove them from the property.
4. I agree to take action to correct any problem related to the customers I bring when it the situation is brought my attention by the MVA.
5. 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.
6. I agree to encourage my customers to visit MVA member wineries.
7. I agree to distribute to my clients the Tasting Etiquette handout
8. I agree to provide a copy of this Agreement to all of my drivers.
9. I agree to maintain all licenses and insurance in accordance with PUC code 5384.1