



## Welcome to WAUGUST—a 31-day celebration of WA Wine.

Washington Wine Month celebrations happen across the state each August. This year, we're giving the month-long celebration a bold new state-wide brand that's bigger than any one of these celebrations alone.

Inspired by the energy of a summer music festival, **WAUGUST** does more than tell people to celebrate Washington Wine—it invites them to celebrate because *it feels like a celebration*. A 31-day state-wide wine party celebrating the amazing wine that made our state famous.

People are ready to get out there and celebrate again, and WAUGUST invites them to do so, attracting wine loyalists as well as a younger demographic that's ready to taste, and experience, something new—at wineries, tasting rooms, restaurants, grocery stores and backyards across our grape state!

August is a special time in Washington. WAUGUST bottles this summer feeling, pairs it with Washington Wine, and serves as an official invitation to seek out WA Wine Month events and participate any way you please. Whether you take a road trip to a new winery, or pack WA wine in the cooler for your camping trip, there's no wrong way to WAUGUST.

**The success of this state-wide wine festival depends on the support of everyone across the state.**

We're outfitting you with this toolkit to help us make WAUGUST a success in its first year. As awareness and event participation increases, we look forward to watching this event grow year after year.



### Ready to get started?

We've built this toolkit to help you out. You'll find all the creative assets you need to print materials for display, customize your own images to share, and more.

#### CAMPAIGN ASSETS

- ▶ How to use the overlay
- ▶ Download assets

## MESSAGING EXAMPLES

### Celebrate

We're celebrating the wines that make us famous all month long. Tell us how you plan to celebrate Your #WAUGUST!

### WAUGUST.com

#WAUGUST is the month we toast #WAUGUST. Check out WAUGUST.com for all the ways you can celebrate WA Wine.

### Your #WAUGUST

With over 1000+ wineries, there is no wrong way to celebrate #WAUGUST. You can celebrate WAUGUST by shopping online, in-store, or using our app to take a tour of our famous wineries.

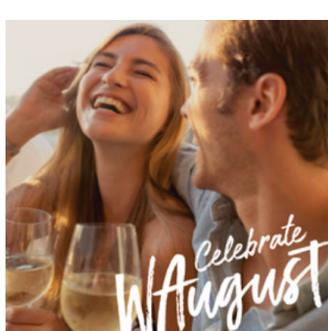
### Notes on Hashtags:

Let's keep this campaign connected! All social posts include the @wa\_state\_wine handle and both the #WAUGUST and #WAUGUST hashtags.

### Including Links:

Encourage users to learn more about WAUGUST and find local events in their area by visiting WAUGUST.com.

## VISUAL EXAMPLES



OVERLAY

SOCIAL: WAUGUST/APP



Washington wine is featured in Wine Spectator!  
Use these assets on your site and in your tasting rooms to get your customers excited about Washington wine!

▶ Download assets