

Frequently Asked Questions

Are there any costs for the charity partner?

No. We design the labels, set up the secure web page and produce marketing materials and graphics at no cost to the charity partner. In return, we expect a concerted effort by the charity partner to promote the wines offered to their supporters and community. These expectations are outlined in the affiliate agreement.

Failure to promote the wines as required will result in a \$150 non-compliance fee to cover our costs of setting up the program for you.

Can we sample the wines before starting the program?

Yes. You can purchase blank bottles for the cost price of \$13.99 per bottle plus shipping. We do not provide free samples as we maximize every dollar so that we can donate the most money to our charity partners. You can order these blank bottle samples online at www.BenefitWines.com/sample

Can I have a different label for each of the six wines in the program?

Yes. You provide us with artwork/images/logos and we design the labels for you.

Do I have to use all six wines?

Yes. We require that all six wines are offered from the very start of the program. This provides ample variety and valuable packages to your supporters.

Is there a back label also?

Yes, we use the back label to feature the charity partner's logo and a brief description/mission of the organization.

Can I design my own labels?

Yes. Please request our label specifications so that your design will meet our printing and size guidelines.

Do I have to stick with the suggested prices?

Yes. Your donation rate of \$5 per bottle is based on the retail rates set by Benefit Wines.

Can I purchase sample bottles for display, gifts or raffles?

Yes. Charity partners may purchase their labeled wines without the donation rate built into the price. These may be ordered at www.BenefitWines.com/sample

Can I purchase the wines at the "cost price" and re-sell the wines to supporters locally?

NO! The retail sale of alcohol without the proper licenses is a felony and grounds for immediate termination from the program. All sales must come through Benefit Wines/Event Wines - a licensed retailer of alcoholic beverages.

How and when do we get the donations?

Detailed sales and donation reports are generated quarterly. Donation checks accompany the donation reports. These reports and checks are mailed on or before the 15th of January, April, July and October for the previous quarter's sales.

Is there a way to track our sales online?

Not at this time, however you can request an update on sales at any time via email. This update will only reflect online sales received and will not reflect any returns due to damaged, returned or undelivered orders.

How long does the program run for?

The program, and your commitment to promote your wines lasts a minimum of 6 months from the date of launch. You can continue to use the program for as long as you would like. If there is no sales activity for a period of six months or longer, we may remove your wines from our system to make room for new organizations. Removal due to inactivity may be made without notice. You may cancel the program at any time after six months by simply notifying us of your wishes.