

a taste of az
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arizona wine & travel
book proposal

project scope

what

- 8 x 8 in. hardcover, coffee table book
- 2,500 copies printed

why

- our success with **the arizona beer book**
- certain partners have sold over \$3,000 in books
- people love sharing food & beverage gifts with people
- support from barnes & nobles & many more

who

- 40 different wineries
- all in arizona

when

- launch in fall 2025
- timed for holiday release
- marketing starts 2 months prior to launch
- presale starts 1 month prior to launch

where

- presale & sale on website
- for sale at around 100 partners
- possible book release wine festival

package options

basic | \$599 + tax

- 2 page feature in book
- 4 copies of the book

advanced | \$1,299 + tax

- 2 page feature in book
- 8 copies of the book
- 5 photos including those from the book
- 1 professionally shot reel/tiktok style video

premium | \$2,299 + tax

- 4 page feature in book
- 12 copies of the book
- 10 photos including those from the book
- 2 professionally shot reel/tiktok style video
 - special resale pricing
 - feature on website