



MARK WEST

Mark West “Pinot for the People” Design Contest Hosted online by CrowdSpring.com

Mark West Pinot Noir is hosting a worldwide design contest that encourages and welcomes consumers and designers from around the globe to submit a unique and clever “Pinot for the People” t-shirt design. The winning t-shirt design will debut at the 2009 *Pinot Days* Wine Tasting Event in San Francisco, which attracts over 2500 wine enthusiasts each year. Mark West’s value driven, high quality Pinot Noir strives to offer the everyday wine drinker a quality wine without the price tag and pretentiousness that often accompanies this “high maintenance” varietal. Just as Mark West brings you a “Pinot for the People” they now want the *People* to be involved in their wine.

The person who submits the winning design will be awarded **\$500** and the t-shirt will be printed and distributed at the upcoming *Pinot Days* event on June 28th. Additionally, the design contest will be highlighted on the Mark West website and in the wine and design communities.

The contest runs from **Friday, May 1st until Sunday, May 17th, 11:59 PM PST**. To submit a design, participants must complete a simple registration with CrowdSpring.com. Participants can submit as many designs as they would like. The Mark West staff will judge and vote on the top designs on CrowdSpring.com. Your winning design will represent *the People*.

To participate, visit: www.CrowdSpring.com on May 1st, 2009. Mark West Pinot Noir will be the feature project. This contest is not yet open, but if you send us a name and email address we will send you the project URL the moment it is live.

Details: The Mark West Pinot Noir is a recognizable and well-loved brand, this logo and bottle imagery will not change, BUT should be incorporated into your “Pinot for the People” design. Currently the “Pinot for the People” image conveys a mantra about bringing wine to the every day people and starting a revolution against the elitist and often over-serious attitude of Pinot Noir. Mark West supports this message and wants it to be conveyed on the t-shirt in a modern and eye-catching way that has not been done before. (Please note, “Pinot for the People” is trademarked by Mark West.) Here is a copy of the current imagery that shows the theme, but needs an update from the *people* who support it:

PINOT FOR



THE PEOPLE

Our Target Audience: Clever wine lovers who want to take the seriousness out of wine.

Best of Luck!

–Mark West

To be notified when the contest goes live, please send an email with your name and contact info to:
Kendall Johnson: kendall@charlescomm.com.