

City Winery Philadelphia x Ef Tour Company Partnership Proposal



Meet the Team

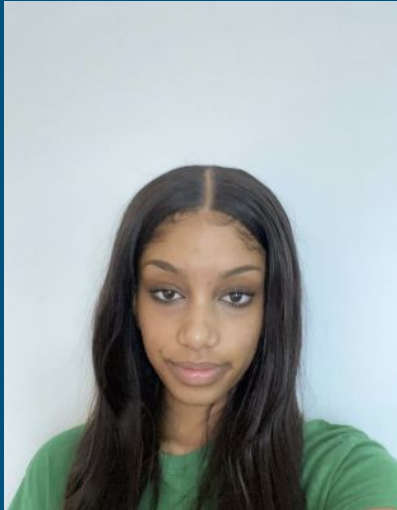
Chief Operations Director-

Rachael Ennis



Chief Financial Officer-

Faith McDaniel



Chief Marketing Manager-

Kiara Brown



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City Winery- Who We Are

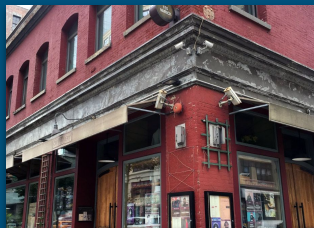
City Winery was founded in New York City in 2008 by Michael Dorf who wanted to create a space in Manhattan where he could combine his shared passions for wine and music.



City Winery Locations

2009

NYC



2017

City Vineyard Pier 26



2022

Hudson Valley



2012

Chicago



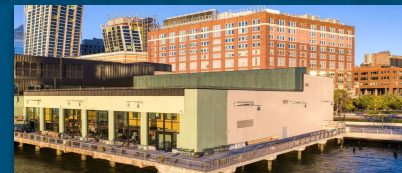
2019

Atlanta



2023

NYC relocation to Hudson River Park Pier 57



2014

Nashville



2020

Boston



2023

St. Louis



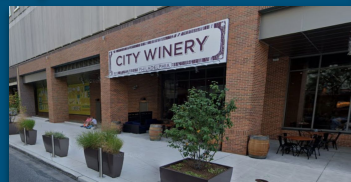
2016

Chicago Riverwalk



2021

Philadelphia



2023

Pittsburgh



City Winery Stats/awards

In the 2023 Great American International Wine Competition, City Winery took nine awards including platinum medals for its:

- ★ 2021 Reserve Zinfandel "Cuvee Bacigalupi"
- ★ 2021 Syrah "Knit"

The 2022 Los Angeles Invitational Wine Challenge, City Winery took home 3 gold and 3 silver

The 2022 Denver International Wine Competition, City Winery won Best of Show for its 2017 Signature Series Pinot Noir and Best of Class for its 2017 Signature Series Cabernet Sauvignon.



Mission Statement

Our mission is to provide a gathering place of culinary and cultural arts in a beautiful and comfortable setting that celebrates life and provides pleasure to all who enter. We've distilled this into an everlasting three-word mantra which we live by: Indulge Your Senses™.

Why EF?

We admire your company's focus on meaningful tours centered around cultural immersion. With our Philadelphia restaurant nestled in the heart of Center City, we offer the perfect dinner experience for your tour. After a day filled with exploration, your clients can unwind with a relaxing dinner at City Winery!

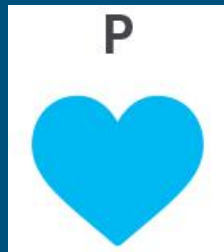
Additionally we love EF educational Philosophy and believe that City Winery can contribute to your G²PA method.



Growth mindset



Global Perspective







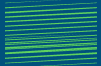

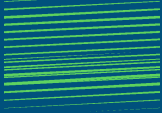
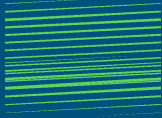


Personal development



Action & impact

Brand Alignment

City Winery Philadelphia			EF Tours
Culture			Culture
Philanthropy			Philanthropy
Entertainment			Entertainment
Educational			Educational
Unforgettable experiences			Unforgettable experiences

Culture



- Music Scene: City Winery showcase local musicians and bands highlight Philadelphia's rich musical heritage
- Food Culture Philadelphia is famous for its food. City Winery offer a menu that highlights Philly favorites like a cheesesteak alongside gourmet dishes, incorporating local ingredients and flavors unique to the region.
- Decor: With decorations made by Philly Local Liz her husband Ephraim you get a taste of Philadelphia all around you
- Location: Right in the middle of Center City. Less than a 10 minute walk from the liberty bell and City hall!

By adding us as a stop on your Philadelphia tour your student will expand their world views as they engage with Philadelphia Culture.



Philanthropy



- Since we opened in 2008, we have consistently donated 10% of our wine production every year to a variety of causes.
- We love working with not-for-profit organizations to help their dream events happen in our unique space
- We often donate items and homemade wine to help organizations meet their fundraising needs
- Some of the organizations we have worked with are: American Jewish World Service, Business Council for Peace, Jazz Foundation of America and The Center for Arts Education

By partnering with us, EF will help us continue to support nonprofits, allowing us to make an even greater impact with our actions.



Unforgettable Experiences



Students will embrace their growth mindset with a fun night alongside the rest of their tour group, enjoying delicious food and the atmospheric charm of City Winery. City Winery stands apart with our commitment to providing every guest with a new dining experience filled with live performances and an unbelievable harmony of flavors delivered to your group.



Benefits for the Company

Location: Tour groups can benefit from easy access to City Winery Philadelphia, which is conveniently located among monuments and activities, adding value to their entire itinerary.

Catering to Customer Preferences: City Winery satisfies the demands of EF's members with its stellar food, outstanding wines, and fascinating venue setting.

Revenue: By collaborating with EF Explore America, City Winery is able to access the profitable educational travel market and create new revenue streams.

Partnership Opportunities

Discounts: In order to better serve the requirements and preferences of the tour participants of EF Explore America, City Winery Philadelphia is willing to explore further discounts and incentives.

Annual Free Event: We are very pleased about the chance to work together to organize a yearly celebration of the educational travel spirit, bringing together the community of educators and students at EF Explore America and encouraging relationships and friendships.

Promotion: City Winery Philadelphia is keen to work together on marketing campaigns that showcase the complementary qualities of both of our brands, making the most of our different platforms to raise awareness and encourage interaction with our target markets.

Our Offer

In line with our request for a cooperation, City Winery Philadelphia makes EF Explore America the following offer:

Discount Incentive: We suggest giving EF tour groups a 40% discount on eating experiences.

Customized Packages: Packages that are specifically tailored to the requirements and tastes of EF tour participants are available.

The End

Thank You for listening!



References

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