



# GEELONG WINE SHOW



Sponsorship Proposal 2019

# GEELONG WINE SHOW OVERVIEW

WINE  
·G E E L O N G·

- ❖ The Geelong Wine Show is a prestigious, annual showcase event in the Geelong wine region calendar. It is a week of celebration, with numerous events being held across week from 15-20<sup>th</sup> October 2019
- ❖ This year we celebrate our 21<sup>st</sup> year of the Show and continue to bring together both large and small producers from across the region, showcasing the diversity of their wine and attracting over 200 entries every year



# KEY DATES & EVENTS

- ❖ Judging -15<sup>th</sup> & 16<sup>th</sup> October at Waurm Ponds Estate
- ❖ Exhibitor/Sponsor Tasting – 2-4pm, 16<sup>th</sup> October at Waurm Ponds Estate
- ❖ Awards Dinner - 6.30pm-11pm, 18<sup>th</sup> October at Truffleduck, Fyansford
- ❖ Gold Medal Public Tasting – 12.30-3pm, 20<sup>th</sup> October at Archive Wine Bar





# TARGET MARKET

- ❖ Key people from the Wine, Hospitality and Tourism industries of Geelong
- ❖ General public who appreciate wine and enjoy cultured food & wine events. The wine enthusiast / wine lover / wine buyer
- ❖ Audience profile – middle / high income
- ❖ Average age – 30 – 65 years



# EVENT OBJECTIVES

- ❖ To promote excellence in winegrowing in the region
- ❖ To provide winegrowers with a benchmarking opportunity for their wines
- ❖ To broadly promote the wines of the region to the wine trade and wine drinking public
- ❖ To identify the best wines and producers of the region each year
- ❖ To foster the links between sponsors and the wine industry and encourage collaboration
- ❖ Offer an opportunity for industry collaboration and celebration at the Exhibitor/Sponsor Tasting, Awards Dinner and Gold Medal Public Tasting events



# THE JUDGES

- ❖ The purpose of the committee's criteria for judge selection is to ensure a diverse spread of expert opinion and viewpoint in relation to the wines being judged.
- ❖ To bring a broader relevance to the results and any influence they might have on Geelong winemakers and their wines
- ❖ The Wine Show Committee selects and invites suitable judges on the following criteria:
  - To achieve national/international standard results and avoid regional bias
  - Highly experienced and nationally recognised judges are recruited from outside the Geelong region





# THE JUDGING

WINE  
"GEE LONG"





# EXHIBITOR/SPONSOR TASTING

WINE  
"GEE LONG"





# THE AWARDS DINNER

WINE  
"GEE LONG"





# GOLD MEDAL PUBLIC TASTING

WINE  
'GEE LONG'



# SPONSOR BENEFITS

- ❖ The benefits to businesses, local and beyond are broad and far reaching with the wine community breaching many facets of industry such as tourism, agriculture, development, real estate and service industries just to mention a few
- ❖ As potential sponsors we would like to offer you transparency and honesty throughout our relationship and would hope that together we can achieve our mutual goals of having our products and efforts recognised as being world class
- ❖ An exclusive opportunity for exposure to over 800 high profile attendees of the Geelong Wine, Tourism and Hospitality industries across key events
- ❖ Active social media contributors creating brand exposure
- ❖ Strong networking/engagement opportunities across several events
- ❖ Business brand exposure to industry & general public audiences



# SPONSOR PACKAGES

## Major Naming Rights (1 available)

**\$4000 + GST**

### Included benefits:

- ❖ Naming rights to the event – eg. Qantas Geelong Wine Show
- ❖ Recognised as naming rights sponsor in all media exposure
  - ❖ 6 x tickets to Awards Presentation dinner
  - ❖ 6 x Invitations to Exhibitor/Sponsor tasting event
- ❖ Trophy for Best Wine in Show – eg. Qantas Trophy for Best Wine in Show
- ❖ Provide 5 min podium opportunity to speak about your business at Awards dinner
- ❖ Present Trophy for Best Wine in Show to successful exhibitor at Awards dinner
- ❖ Signage/pull-up banner at Wine Show judging, Exhibitors tasting and Awards dinner
  - ❖ 2 x page advertisement in Awards Presentation A5 dinner booklet
    - ❖ Promotion of business on Wine Geelong website
- ❖ Social media promotion through Wine Geelong social media channels
  - ❖ Wine Geelong EDM promotion
  - ❖ Strong networking opportunities

# SPONSOR PACKAGES

## Gold Trophy (5 available)

**\$2,500 + GST**

### Included benefits:

- ❖ Media Exposure
- ❖ Signage/pull-up banner at Wine Show, Exhibitors Tasting and Awards dinner
  - ❖ 1 page advertisement in Awards Presentation A5 dinner booklet
    - ❖ 4 x tickets to Awards Presentation dinner
    - ❖ 4 x Invitations to Exhibitors/Sponsor tasting event
  - ❖ Trophy for Best Varietal Wine – eg. Qantas Trophy for Best Pinot Noir
    - ❖ Present Trophy at Awards dinner to successful exhibitor
    - ❖ Promotion of business on Wine Geelong website
- ❖ Social media promotion through Wine Geelong social media channels
  - ❖ Wine Geelong EDM promotion thanking sponsors
    - ❖ Strong networking opportunities

# SPONSOR PACKAGES

## Silver

**\$1,500 + GST**

### Included benefits:

- ❖ Signage/pull-up banner at Wine Show, Exhibitors Tasting & Awards dinner
  - ❖ 2 x tickets to Awards Presentation dinner
  - ❖ 2 x Invitations to Exhibitors/Sponsor tasting event
- ❖ Half page advertisement in Awards Presentation A5 dinner booklet
  - ❖ Promotion of business on Wine Geelong website via logo
- ❖ Social media promotion through Wine Geelong social media channels
  - ❖ Wine Geelong EDM promotion thanking sponsors
  - ❖ Strong networking opportunities



# SPONSOR PACKAGES

## Bronze \$500 + GST

### Included benefits:

- ❖ Signage/pull-up banner at Wine Show, Exhibitors Tasting & Awards Dinner
  - ❖ 1 x ticket to Awards Dinner
  - ❖ 1 x Invitation to Exhibitors/Sponsor tasting event
  - ❖ Promotion of business on Wine Geelong website via logo
- ❖ Social media promotion through Wine Geelong social media channels
  - ❖ Wine Geelong EDM promotion thanking sponsors
  - ❖ Logo in Awards Presentation A5 dinner booklet
  - ❖ Strong networking opportunities

# MARKETING PLAN

- ❖ Professional Marketing /PR company is engaged for marketing/PR and advertising
- ❖ 10 week digital campaign to target audience
- ❖ Posters / flyers to restaurants, bottle shops respected local Geelong businesses
- ❖ Wine Geelong website advertising
- ❖ Scheduled EDM's to Wine Geelong database (10000+ reach)
- ❖ Advertisements/branding in Awards Dinner A5 booklets



# CONTACT INFORMATION



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# THANK YOU



We thank you for your time and look forward to a strong working relationship in the future



*Wine Geelong - A Greater Discovery*