

GEE LONG WINE SHOW

WINE
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· GEE LONG ·



TWENTY FOUR YEARS

## SPONSORSHIP PROPOSAL

# GEELONG WINE SHOW OVERVIEW



Join us for the prestigious 24th Geelong Wine Show, a celebration of our local region and its diverse wines.

From October 30th to November 17th, 2023, we bring together large and small producers, attracting over 200 entries annually. As a sponsor, connect with wine enthusiasts, industry professionals, and locals, gaining valuable exposure and establishing your brand's prominence in the Geelong Wine Region.

Let's make this year's show a remarkable success together.

"The Geelong Wine Show is the most significant event on the Geelong Wine Region calendar. It not only unifies our industry, it showcases the strength of our premium cool-climate wines which are some of the best Australia has to offer" – Steven Paul, Geelong Wine Show Chairman 2023

# KEY DATES & EVENTS

- Judging Monday 30<sup>th</sup> October - 1<sup>st</sup> November  
The Gordon, Geelong
- Exhibitor/Sponsor Tasting – Wednesday 1<sup>st</sup> November, 2.30pm - 4.30pm  
Davidson Restaurant, The Gordon Geelong
- Public Tasting – Wednesday 1<sup>st</sup> November, 3.30pm-5.00pm  
Davidson Restaurant, The Gordon Geelong
- Awards Dinner – Friday 17<sup>th</sup> November, 6.30pm - 10:00pm Terindah Estate

the  
Gordon



Terindah Estate

# 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
- Sponsor/Exhibitor Tasting, Public Tasting and Awards Dinner events

# 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 28 - 65 years

# MARKETING PLAN



- 6-week social media campaign to target the audience
- Posters/flyers to restaurants, bottle shops respected local Geelong businesses
- Wine Geelong website advertising ([geelongwineshow.com.au](http://geelongwineshow.com.au))
- Newsletter promotion to Wine Geelong database (10,000+ reach)
- Advertisements/branding in Awards Dinner A5 booklets
- Dedicated PR campaign



# 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
- 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 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



## THE AWARDS DINNER



WINE  
GEELONG

2023 GEELONG WINE SHOW - SPONSORSHIP PROPOSAL

# PACKAGES



|                                                                                   | Major Naming Rights<br>\$4000 +gst<br>(1 available) | Trophy<br>\$2500 +gst<br>(7 available) | Silver<br>\$1500 + gst | Bronze<br>\$500 +gst |
|-----------------------------------------------------------------------------------|-----------------------------------------------------|----------------------------------------|------------------------|----------------------|
| Naming rights to the event eg. <b>“Qantas Geelong Wine Show”</b>                  | ✓                                                   | -                                      | -                      | -                    |
| Recognised as naming rights sponsor in all event collateral & media exposure      | ✓                                                   | -                                      | -                      | -                    |
| Tickets to Awards Presentation dinner                                             | 6                                                   | 4                                      | 2                      | 1                    |
| Invitations to Exhibitor/Sponsor tasting event                                    | 6                                                   | 4                                      | 2                      | 1                    |
| Trophy for Best Wine in Show eg . <b>“Qantas Trophy for Best Wine in Show”</b>    | ✓                                                   | ✓                                      | -                      | -                    |
| Provide 5 minute podium opportunity to speak about your business at Awards dinner | ✓                                                   | -                                      | -                      | -                    |
| Present Trophy to successful exhibitor at Awards dinner                           | ✓                                                   | ✓                                      | -                      | -                    |
| Signage/pull-up banner at Wine Show judging, Exhibitors tasting and Awards dinner | ✓                                                   | ✓                                      | ✓                      | -                    |
| Advertisement in Awards Presentation A5 dinner booklet (pages)                    | 2                                                   | 1                                      | 0.5                    | -                    |
| Promotion of business on Wine Geelong website                                     | ✓                                                   | ✓                                      | ✓                      | ✓                    |
| Recognition through Wine Geelong social media channels                            | ✓                                                   | ✓                                      | ✓                      | ✓                    |
| Wine Geelong EDM promotion                                                        | ✓                                                   | ✓                                      | ✓                      | ✓                    |
| Strong networking opportunities                                                   | ✓                                                   | ✓                                      | ✓                      | ✓                    |

# EXPRESSIONS OF INTEREST

- Expressions of interest close 21st August 2023 -



Jo Wealands

Wine Geelong

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**winegeelong.com.au**

THANK YOU

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Wine Geelong - A Greater Discovery