

Sponsorship 2010

Wine Industry Association of WA



Wine Industry Association of WA 2010 Event Marketing & Sponsorship Opportunities

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The Wine Industry Association of WA presents a range of events and corporate sponsorship opportunities each year which provide access to an elite client base. These opportunities are offered to companies both within and outside of the industry who wish to target this unique demographic.

Programs for the wine industry run for the full calendar year with access to both trade associates and the general public who are interested in wine.

General demographic of the trade component includes grape growers, winemakers, vigneron, suppliers and service companies.

The general public focuses on the 25 to 55 year old demographic, with good disposable income. A database of between 2500 and 3000 people are regularly contacted.

Marketing and sponsorship is targeted to both pre-promotion to a wide audience and on site promotions to specific audiences.

You are welcome to look at one or more events and package according to your needs and exposure to clients.

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2010 Events & Opportunities

All Year	Wine Education Centre	Open to public and subscribers Four terms available Sponsorship from \$2500
March / May / October	Taste of WA Perth	Open to public Targeted wine tastings Sponsorship from \$2000
September 9	Taste of WA Brisbane	Open to public and trade Exhibition stands from \$2500 Sponsorship from \$7000

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2010 Events & Opportunities

October 2010	WA Wine Month	Open to public and trade A series of WA events in the city Sponsorship from \$5000 Major branding options available
November 12	WA Wine Industry Awards	Open to wine industry members Major sponsorship available Category sponsorship at \$2500
November 22 – 26	WA Regional Road Show	Open to wine industry members Staged in 3 south west locations Sponsorship from \$3000

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2010 Events & Opportunities

March 2011	Taste of WA Sydney	Open to public and trade Exhibition stands from \$2500 Sponsorship from \$7000
September 2011	Taste of WA Melbourne	Open to public and trade Exhibition stands from \$2500 Sponsorship from \$7000
Quarterly	The Juice Newsletter	Advertising to electronic database 2700 subscribers Advertising from \$250 Listings from \$120

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Sponsorship Benefits Overview

Sponsorship benefits across all events can attract the following options. In negotiating the best option for sponsors, the industry will work to ensure both the benefits are attractive and the leveraging by the client can be maximised.

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Sponsorship Benefits Overview

- Naming Rights
- Presentation Rights
- Major (second tier) brand recognition
- Intermediate (third tier) brand recognition
- Presentation rights at events
- Awards naming rights
- Access to print marketing
- Access to media advertising marketing
- Access to website and email marketing
- Access to production (printed) marketing
- Exhibition presence
- On site banners and exposure
- Tables to functions and dinners
- Tickets to functions and dinners
- Tickets / delegate access to events
- Product and infrastructure support
- Hospitality options
- Right to distribute company material at events
- Exclusive rights to services at events
- Right to leverage benefits through the events

General Support

Companies wishing to be involved at any level are welcome to tailor a package to meet their needs and can include; flyers, signage, product supply or other initiatives.

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The Juice Newsletter

Distribution covers over 2700 subscribers on a monthly basis.
Opportunities include listings and advertising.

- Ask for a full media kit
- Advertising from \$250
- Listings from \$120