

Sponsorship 2010

Wine Industry Association of WA



Wine Industry Association of WA 2010 Event Marketing & Sponsorship Opportunities

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Wine Education Centre

The Wine Education Centre caters for more than 1000 people over a 12 month period. They represent a highly qualified group paying for and attending set courses in wine appreciation and education.

Sessions are held all year in four different modules and marketed to over 2500 people.

Companies are able to tailor a specific message and deliver it in a seminar forum.

The Wine Education Centre is a separate function area within the wine industry's headquarters conveniently located at Level 1, 22 Prowse Street, West Perth.

Four terms are held in line with the school academic year and offers the following

Wine Basics

Three hour courses held on Saturday mornings designed to de-mystify wine

Wine Essentials

Six week relaxed approach to wine styles and tasting

Wine Essentials Plus

Eight week program expanding on the essentials course

Wine Varietals - Australian

Explores prominent Australian wine varietals and their characteristics

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Wine Education Centre – Naming Rights Sponsor

Sponsors to receive maximum benefits for the event:

- The Centre will be named “ ... **Wine Education Centre**”
- The sponsor has rights to identify their support for the 2010 calendar year and to use Sponsor of the Wine Industry of WA in own company material.
- Your name and logo included with all event promotion material - marketing to an over 2500 electronic database.
- Logo to be included on Wine Industry website annually
- Signage provided by sponsor to be displayed at venue (up to 4 signs / banners)
- Right of presentation at one seminar per term
- Provision of branded glasses for sessions, including one for each attendee to take home per course
- Inclusion of product / flyer at event for distribution to attendees

Cost of Presentation Sponsorship

\$15,000 plus GST annually

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Wine Education Centre – Presentation Rights Sponsor

Sponsors to receive maximum benefits for the event:

- The Term Event will be named **“Wine Education Seminar presented by ... “**
- The sponsor has rights to identify their support for the 2010 calendar year and to use Sponsor of the Wine Industry of WA in own company material.
- Your name and logo included with all event promotion material - marketing to an over 2500 electronic database.
- Logo to be included on Wine Industry website for 3 month period
- Signage provided by sponsor to be displayed at venue (up to 2 signs / banners)
- Right of presentation at one seminar
- Inclusion of product / flyer at event for distribution to attendees

Cost of Presentation Sponsorship

\$2,500 plus GST per term

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Taste of WA – Matilda Bay Function Centre

Taste of WA is an exclusive focused promotion of WA Wines to a small but very qualified audience. It is open to both public and trade to provide a quarterly update on regional releases.

It attracts around 250 people and is staged over 3 hours on a business night. Sponsors are able to get direct access to the audience during the event in a controlled format.

March 11	Great Southern, Pemberton, Manjimup, Blackwood
May 27	Margaret River, Geographe, Peel, Perth Hills, Swan District
October 21	New Releases

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Taste of WA – Presentation Rights

Sponsors to receive maximum benefits for the event:

- The event will be named **“Taste for WA presented by ... “**
- The sponsor has rights to identify their support for the 2010 calendar year. Able to use Sponsor of the Wine Industry of WA in own company material.
- Your name and logo included with all event promotion material - marketing to an over 2700 electronic database.
- Logo included on Wine Industry website for 3 month period
- Signage provided by sponsor to be displayed at venue (up to 4 signs / banners)
- Right of presentation at event
- Inclusion of product / flyer at event for distribution to public, trade and exhibitors
- Co - branding of logo on glasses at event (WIAWA on one side, sponsor logo on other)
- Set of two dozen tasting glasses for sponsors own use
- Invitation for 10 guests / staff for event

Cost of Presentation Sponsorship

\$4,500 plus GST

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Taste of WA – Vintage Sponsor

Second tier benefits provided for the event:

- The sponsor has rights to identify their support for the 2010 calendar year. Able to use Sponsor of the Wine Industry of WA in own company material.
- Your name / logo included with pre event promotion / marketing to a 2500 plus electronic database.
- Logo included on Wine Industry website for 3 month period
- Signage provided by sponsor to be displayed at venue (up to 2 signs / banners)
- Verbal acknowledgement in the address at the event
- Inclusion of product / flyer at event for distribution to public, trade and exhibitors
- Invitation for 6 guests / staff for event

Cost of Vintage Sponsorship

\$2,000 plus GST

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Taste of WA – Support Sponsor

Benefits provided for the event include:

- The sponsor has rights to identify their support for the 2010 calendar year. Able to use Sponsor of the Wine Industry of WA in own company material.
- Your name included with all pre event promotion - marketing to an over 2500 electronic database.
- Signage provided by sponsor to be displayed at venue (1 sign / banner)
- Inclusion of product / flyer at event for distribution to public, trade and exhibitors
- Invitation for 4 guests / staff for event

Cost of Support Sponsorship

\$900 plus GST

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WA Regional Roadshow

Staged between November 22 and 26, the Roadshow will be directed at the wineries and wine businesses at a local and grass roots level.

Each of three sessions will consist of half to three quarters of a day of presentation aimed at technical and operational issues for the wine industry followed by networking functions to consolidate the day's activities.

Venues are to be confirmed and be located in hotel style venues in

- Geographe / Margaret River Region
- Pemberton Region
- Great Southern Region

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WA Regional Roadshow – Presentation Rights

Benefits provided will include:

- Sponsor has rights to identify their support for the 2010 calendar year. Able to use Sponsor of the Wine Industry of WA in own company material.
- Logo and name included with all marketing material for the events.
- Presentation rights for one 30 minute session for each of the Roadshow presentations.
- Name and logo included with visual presentations during event.
- Signage provided by sponsor to be displayed at Roadshow venues (2 signs / banners).
- Area for display at each Roadshow venue.
- Invitation for 2 guests / staff plus presenter at each event.
- Bronze Affiliate Membership to the Wine Industry Association of WA.

Cost of Presentation Sponsorship

\$5,000 plus GST

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WA Regional Roadshow – Support Sponsor

Second tier benefits provided for the event:

- Sponsor has rights to identify their support for the 2010 calendar year. Able to use Sponsor of the Wine Industry of WA in own company material.
- Logo and name included with all marketing material for the events.
- Name and logo included with visual presentations during event.
- Signage provided by sponsor to be displayed at Roadshow venues (1 sign / banners).
- Area for display at each Roadshow venue.
- Invitation for 2 guests / staff at each event.
- Bronze Affiliate Membership to the Wine Industry Association of WA.

Cost of Vintage Sponsorship

\$3,000 plus GST

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Taste of WA – Brisbane, Sydney, Melbourne

The tasting events on the eastern seaboard are scheduled for

September 9	Taste of WA Brisbane
March 2011	Taste of WA Sydney
September 2011	Taste of WA Melbourne

These target trade and consumers aimed to build distribution and understanding of Western Australian wines in each location

Exhibition stands are open to WA wineries keen to build their presence in Victoria, New South Wales and Queensland.

Sponsor can take advantage by being seen alongside the premium WA products available.

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Taste of WA East Coast – Presentation Rights

Sponsors to receive benefits for the event:

- The event branding will carry the company's logo
- The sponsor has rights to identify their support through 2010 / 2011. Able to use Sponsor of the Wine Industry of WA in own company material.
- Company name and logo included with all event promotion material.
- Logo included on Wine Industry website for 3 month period
- Signage provided by sponsor to be displayed at venue (up to 4 signs / banners)
- Right of presentation at selected event
- Inclusion of product / flyer at event for distribution to public, trade and exhibitors
- Area for display at each venue.
- Invitation for 6 guests / staff at each event.
- Bronze Affiliate Membership to the Wine Industry Association of WA.

Cost of Presentation Sponsorship

\$7,000 plus GST