

Sponsorship 2010

Wine Industry Association of WA



Wine Industry Association of WA 2010 Event Marketing & Sponsorship Opportunities

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WA Wine Month – Various Venues

WA Wine Month promotes a dynamic range of wine related events during October aimed at putting WA wine and the industry in general at the forefront of people minds, selections and menus across the State.

- 50 wine by the glass promotions
- 20 exclusive consumer wine events including dinners, vertical tastings, museum tastings and regional / comparison tastings.
- 250 tastings in retail outlets
- Industry competitions including sommelier scholarship, best on trade wine list and unpublished wine writer.
- A series of supported functions

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WA Wine Month – Various Venues

Key sponsors are sought to maximise this very important calendar of events and help put WA Wine into the hearts and minds of people throughout the month.

The month will be supported through an extensive marketing campaign across:

- Press Media
- Radio
- Magazines
- Websites
- Electronic marketing using E-Newsletter, Facebook and Twitter

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WA Wine Month – Platinum Sponsorship Rights

Sponsors to receive maximum benefits 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.
- The overall event will carry the branding of the sponsor
- Company name and logo included with all visual advertising material
- Company name and logo included with all event printed material
- Company name and logo included with all event electronic marketing material
- Logo included on Wine Industry website for 6 month period
- Signage provided by sponsor to be displayed at appropriate venues
- Inclusion of product / flyer at event for distribution at appropriate venues
- Hospitality / networking options at appropriate venues
- Right to leverage benefits through the events

Cost of Presentation Sponsorship

\$18,000 plus GST

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WA Wine Month – 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.
- Company name and logo included with all event printed material
- Company name and logo included with all event electronic marketing material
- Logo included on Wine Industry website for 3 month period
- Signage provided by sponsor to be displayed at appropriate venues
- Inclusion of product / flyer at event for distribution at appropriate venues
- Hospitality / networking options at appropriate venues
- Right to leverage benefits through the events

Cost of Presentation Sponsorship

\$10,000 plus GST

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WA Wine Month – 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.
- Company name and logo included with all event electronic marketing material
- Logo included on Wine Industry website for 3 month period
- Inclusion of product / flyer at event for distribution at selected venues
- Hospitality / networking options at selected venues
- Right to leverage benefits through the events

Cost of Presentation Sponsorship

\$5,000 plus GST

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WA Wine Month – Awards Sponsor

During WA Wine Month, sponsors have an opportunity to be involved with the new awards recognising the public front of the industry.

These awards include

1. Retailer of the Year
2. Sommelier of the Year
3. Wine List of the Year

All will be consumer voted and promoted via web, social media and general media releases.

The Awards will be presented at the Wine Industry Awards Dinner on November 12.

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WA Wine Month – Awards Sponsor

Benefits provided for the event 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.
- Exclusive naming rights of the Award
- Company representative to present Award on stage
- Name and logo included with all event promotion material - marketing to the industry and members.
- Name and logo included with visual presentations during event
- Verbal acknowledgement during the Awards Presentation
- Signage provided by sponsor to be displayed at venue (1 sign / banner)
- Invitation for 2 people at the Awards Presentation

Cost of Award Sponsorship

\$2,500 plus GST