

# Sponsorship 2010

## Wine Industry Association of WA



## Wine Industry Association of WA 2010 Event Marketing & Sponsorship Opportunities

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# Sponsorship 2010

## Wine Industry Association of WA



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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## Wine Industry Association of WA



### 2010 Events & Opportunities

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

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## Wine Industry Association of WA



### 2010 Events & Opportunities

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

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## Wine Industry Association of WA



### 2010 Events & Opportunities

March 2011	<b>Taste of WA Sydney</b>	Open to public and trade Exhibition stands from \$2500 Sponsorship from \$7000
September 2011	<b>Taste of WA Melbourne</b>	Open to public and trade Exhibition stands from \$2500 Sponsorship from \$7000
Quarterly	<b>The Juice Newsletter</b>	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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### 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 Industry Association of WA



### 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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## Wine Industry Association of WA



### 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.

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

# Sponsorship 2010

## Wine Industry Association of WA



### 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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## Wine Industry Association of WA



### 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

# Sponsorship 2010

## Wine Industry Association of WA



### 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 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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## Wine Industry Association of WA



### 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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## Wine Industry Association of WA



### 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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## Wine Industry Association of WA



### 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

# Sponsorship 2010

## Wine Industry Association of WA



### 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

# Sponsorship 2010

## Wine Industry Association of WA



### 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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## Wine Industry Association of WA



### 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

# Sponsorship 2010

## Wine Industry Association of WA



### WA Wine Industry Awards

The Annual Awards and dinner is the night of nights for the wine industry and attracts around 200 people inclusive of wineries, businesses involved with the industry, suppliers and more.

The awards recognise major achievement in the industry.

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## Wine Industry Association of WA



### WA Wine Industry Awards – Major Sponsor

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.
- Name and logo included with all event promotion material - marketing to the industry and members.
- Name and logo included with visual presentations during event
- Logo included on Wine Industry website for 6 month period
- Signage provided by sponsor to be displayed at venue (up to 2 signs / banners)
- Right to sponsor one Award Category
- Inclusion of product / flyer at event for table places
- Table of 10 people at the Awards Presentation

Cost of Major Sponsorship                      \$9,000 plus GST

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## Wine Industry Association of WA



### WA Wine Industry Awards – Award 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 included with press releases
- 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

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## Wine Industry Association of WA



### WA Wine Industry Awards – Award Categories

1. Di Cullen Award for Outstanding Achievement by an Individual in the WA Wine Industry
2. Young Achiever Award
3. Outstanding Contribution to a Region by an Individual, Winery/Vineyard or Regional Association
4. Best Winemaking Facility
5. Most Outstanding Vineyard
6. Most Outstanding Wine Brand (Crushing Less Than 300 Tonnes)
7. Most Outstanding Wine Brand (Crushing More Than 300 Tonnes)
8. Most Outstanding Cellar Door Facility / Wine Tourism Facility
9. Excellence in Wine Exporting
10. Outstanding Wine Promotion / Wine Festival / Wine Event
11. Best Estate-Grown White Wine
12. Best Estate-Grown Red Wine
13. Best West Australian Wine From 2010 Wine Shows

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## Wine Industry Association of WA



### 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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## Wine Industry Association of WA



### 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

# Sponsorship 2010

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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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## Wine Industry Association of WA



### 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.

# Sponsorship 2010

## Wine Industry Association of WA



### 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

# Sponsorship 2010

## Wine Industry Association of WA



### 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