

WINE · GEE LONG ·

2022 EVENTS - PARTNERSHIP OPPORTUNITIES



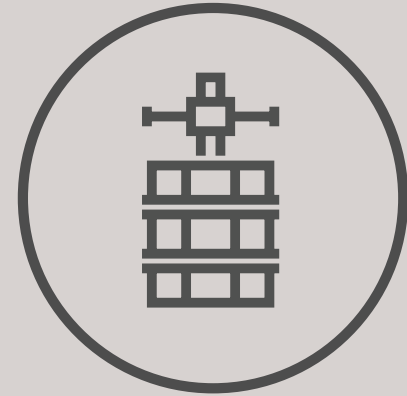


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INTRODUCTION

WINE · G E E L O N G ·



55
members



21
years

150+
vineyards

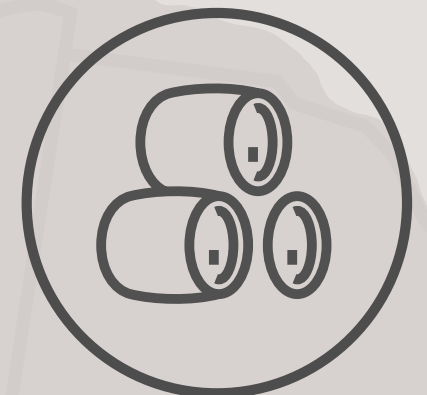


3 **sub-regions**

- Moorabool Valley
- Bellarine
- Surf Coast

Wine Geelong was established over 21 years ago and encompasses a membership base of many of the top wine growers in the region who are extremely passionate about what they do.

60+
wineries



780
hectares
under vine



100%
family owned

40+
cellar doors



2022 EVENTS SUMMARY



- 720 event attendees (expected)
- 20+ participating wineries
- 80+ wines for tastings

MAY 15th 2022 The Pier Geelong

Web: toasttothecoast.com.au

WINE
GEE LONG

WINE GEELONG - 2022 EVENTS PARTNERSHIP OPPORTUNITIES



- 14 participating wineries
- 18 Pinot Noir focussed events at the wineries

May 21st - 22nd 2022 Multiple locations

Web: pinotaffair.com.au



**WINTER
SHIRAZ**

THE GEELONG WINTER SHIRAZ FESTIVAL

- 20+ participating wineries
- 23 focussed events at the wineries
- All events held at the wineries

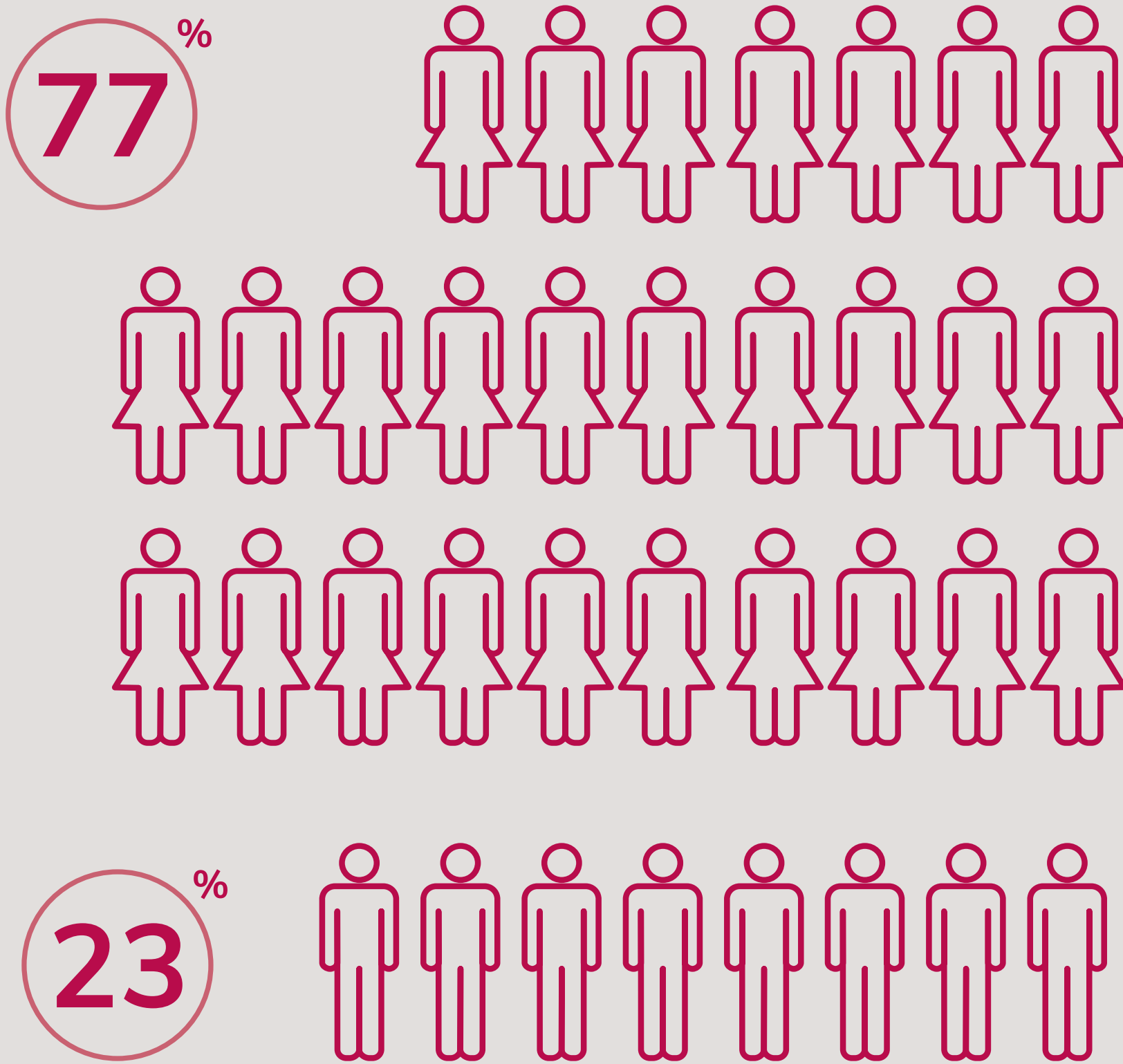
JULY 2nd - 3rd 2022 Multiple locations

Web: wintershiraz.com.au

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TARGET AUDIENCE

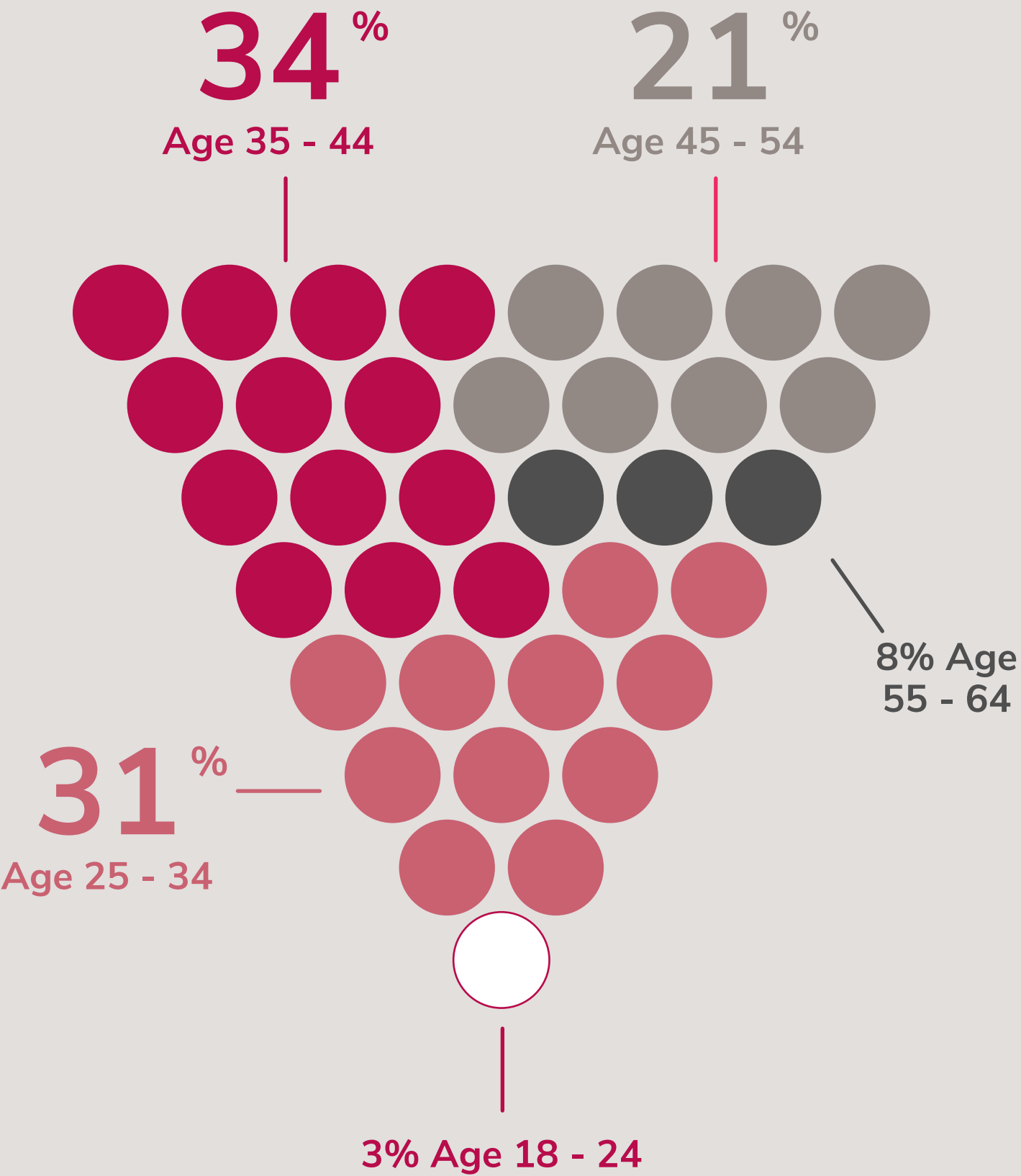
GENDER



LOCATION



AGE



OUR DIGITAL REACH

Followers **5,449**

Unique visits per post* **1,525**

Engagements per post* **135**



275,267
users in target audience

4,217
engaged clicks



16,000 Visitors

1:34
1 Minute 34 seconds average viewing time

Followers **4,304**

Unique visits per post* **817**

Engagements per post* **29**



38,375
video views



8,743 Subscribers to fortnightly EDM

>120 Wine Industry Members

* Average per post for 2020 calendar year

PARTNERSHIP PACKAGES - TOAST TO THE COAST & WINTER SHIRAZ

	 PICCOLO	 PREMIUM	 MAGNUM
1 EVENTS	\$500	\$1,000	\$1,500
2 EVENTS	\$800	\$1,300	\$1,800

*all prices are exclusive of GST

PARTNERSHIP PACKAGE - TOAST TO THE COAST & WINTER SHIRAZ



PICCOLO

- Logo on Wine Geelong Partnerships page and event page/s.
- Logo to appear in event program, brochure, event webpage and proud partners webpage.
- x1 Free ticket to sponsored event



PREMIUM

- Logo on Wine Geelong Partnerships page and event page/s.
- x1 Social Media post on Facebook & Instagram.
- x1 EDM mention to general public.
- Logo to appear in event program, brochures, event webpage, proud partners webpage and event signage.
- x2 FREE tickets to sponsored event.
- x1 Bottle of wine.



MAGNUM

- Logo on Wine Geelong Partnerships page and event page/s.
- x2 Social Media post on Facebook & Instagram.
- x2 EDM mentions to general public.
- Logo to appear in event program, brochures, event webpage, proud partners webpage and event signage.
- x4 FREE tickets to sponsored event.
- x2 Bottles of wine.
- **Optional Naming Rights for events (EOI accepted)***

*All naming rights to be approved by the Wine Geelong Executive

MARKETING PLAN



- Each event has its own branding and sits under the overall Wine Geelong umbrella.
- **EVENT MARKETING STRATEGY** - Digital advertising approach is a combination of display ads, social media ads and google ads.
- Toast to the Coast has additional media spend including print, large scale signage and real estate billboards.
- Marketing lead times are 10 weeks for all events with the exception of Winter Shiraz which is 6 weeks.
- Dedicated PR campaign for each event

MARKETING APPROACH

Social media posts



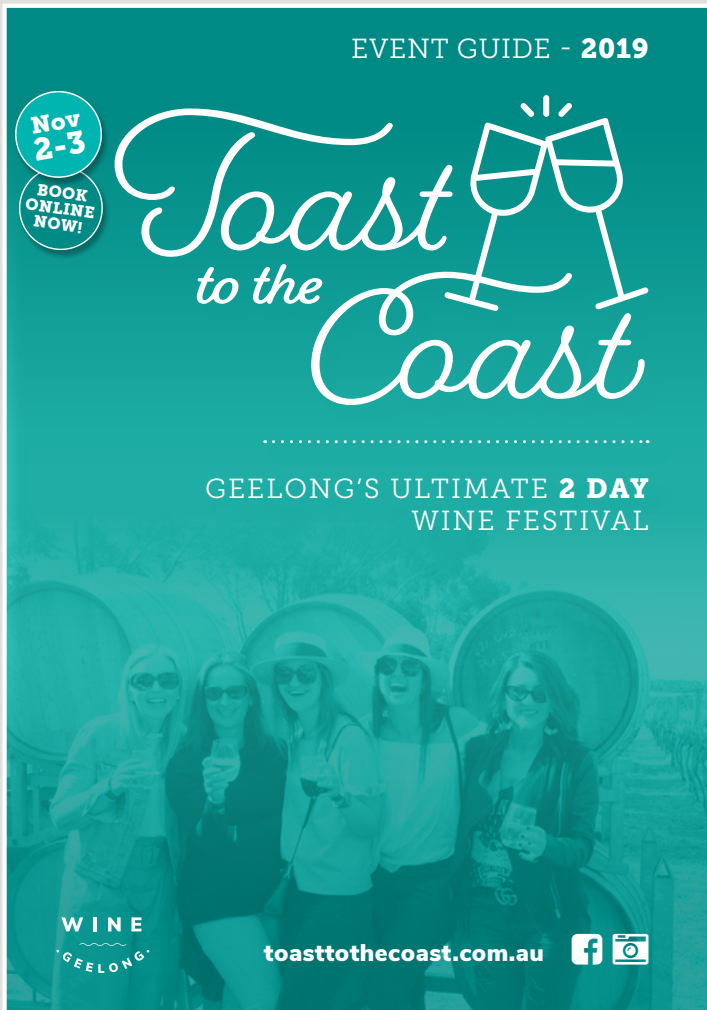
Posters



Brochures



Booklets



Site Signage



Mobile signage



Booklets



Magazine Ads



WINE GEELONG - 2022 EVENTS PARTNERSHIP OPPORTUNITIES

BENEFITS OF PARTNERSHIP



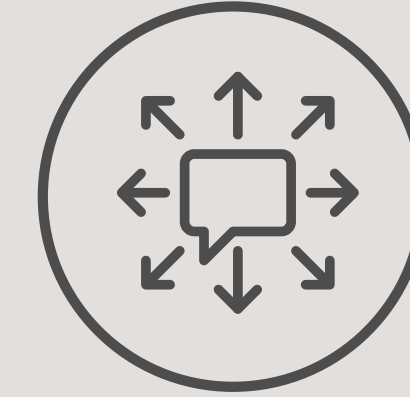
CREDIBILITY

Association with respected and well-established events



GENERATE LEADS

Unique opportunity to access Wine Geelong members and/or event attendees



REACH

Extended exposure and visibility in untapped markets



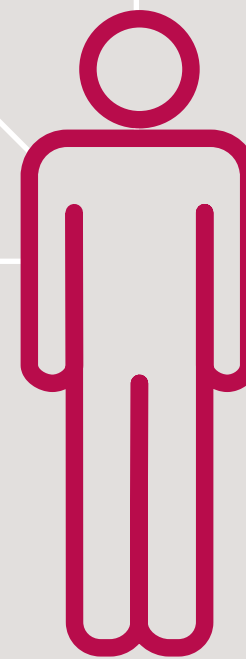
BRAND AWARENESS

Brand recognition across multiple marketing and PR channels



ENGAGEMENT

Humanise your brand, develop relationships, and network with potential customers



TESTIMONIALS



Coulter Roache

Coulter Roache is a proud sponsor of Wine Geelong, supporting the region's wine industry and Wine Geelong members since 2017 with legal expertise and advice. This partnership has enabled us to connect with and support members through events, promotions, social media and special offers, continuing to build the wine industry in our region.

Sarah Duffy, Coulter Roache

+HODGES

Hodges Geelong has been a partner of Wine Geelong events, particularly Toast to the Coast, for the last 3 years. We understand the importance and recognition these events bring to our local wine region. Supporting Wine Geelong events has provided us positive benefits and we enjoy the complimentary event tickets for our staff and corporate partners.

Marcus Falconer, Director, Hodges Geelong



Geelong Cellar Door is a proud partner and supporter of Wine Geelong. As a business, we showcase and champion all the wines produced in the Greater Geelong region. The Wine Geelong Event Calendar too, provides a fantastic platform and forum helping to introduce and reinforce to the wine loving public both near and far, the message that Geelong is a serious wine producing region, steeped in history with an array of premium, cool climate wines on offer.

Jon Helmer, Director, Geelong Cellar Door

2022 TOAST TO THE COAST - EVENT OVERVIEW



Target audience:

27-60 year olds
Wine enthusiasts
Geelong, Melbourne

Event attendees:

720

Digital reach:

55.6K unique visits
on social media
2K engagements per post
20K visits to website overall for the
Toast to the Coast event

SUNDAY MAY 15th

The Pier, Geelong

Toast to the coast is an iconic annual festival which is in its 19th year. It is one of the most anticipated events on the local calendar, showcasing the very best cool-climate wines and gourmet food from around the Moorabool Valley, Surf Coast and Bellarine Peninsula.

This year, Toast to the Coast will be held at the iconic Pier, where our wine producers will come together to offer our finest drops at a beautiful showcase event under the one roof.



2022 PINOT AFFAIR - EVENT OVERVIEW



Target audience:
27-60 year olds
Wine enthusiasts
Geelong and Melbourne

Event attendees:
700 (forecasted)

Session times:
11am - 2pm (morning)
3pm - 6pm (afternoon)

Digital reach:
39K unique visits on social media
1.5K engagements per post*
(*based on 2019 Pinot Affair)

Participation Fee: \$250 (single day)

Or: \$400 (both days**)

**Pinot Affair & Splash of Chardonnay

MAY 21st - 22nd

Multiple locations

Pinot Affair is a true celebration of Geelong's finest Pinot Noir. Now in its 3rd year, this exciting wine tasting event showcases the world-class cool climate Pinot Noir of the Bellarine, Surf Coast, and Moorabool Valley.

Featuring 22+ producers from the Geelong region offering Pinot Noir tastings, guests will be treated to live music and delicious food whilst enjoying beautiful views over the Geelong waterfront.

A perfect day out for the wine enthusiast to enjoy the finest of Geelong's Pinot Noir under the one roof.



2022 WINTER SHIRAZ - EVENT OVERVIEW



WINTER
SHIRAZ

Target audience:

28-65 year olds
Families and over 50's
Geelong, Melbourne and
regional Victoria

Digital reach:

41.2K unique visits
on social media
1.4K engagements per post
4.1K visits to website

SAT & SUN JULY 2nd - 3rd
Multiple locations throughout the region

The Winter Shiraz Weekend is a celebration of Geelong Wine, bringing together beautiful wine, food and entertainment as the Geelong region basks in the midwinter glow.

The weekend kicks off on Friday night with complimentary award-winning shiraz tastings from acclaimed Geelong producers.

The following two days take place at locations throughout our three subregions. Each of these have their own unique programs and many include the chance to 'meet the makers' with knowledgeable local vignerons and producers.

This wonderful weekend allows the Shiraz lover to explore, sample and learn more about one of Geelong's hero grape varieties.



CONTACT DETAILS



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