



WINE

· GEE LONG ·

2020 EVENTS - PARTNERSHIP OPPORTUNITIES



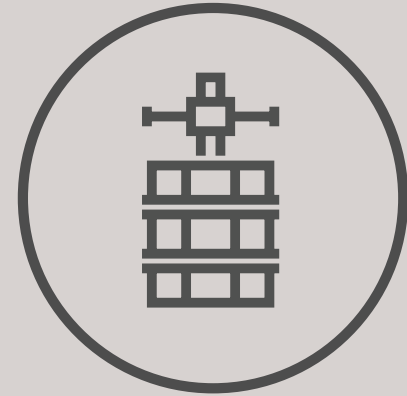


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INTRODUCTION

WINE · G E E L O N G ·



45
members



20
years

150+
vineyards

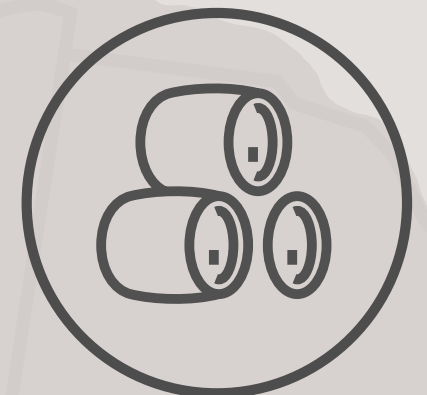


3 **sub-regions**

- Moorabool Valley
- Bellarine
- Surf Coast

Wine Geelong was established over 20 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



2020 EVENTS SUMMARY



MAY 30th

Deakin University
- Waterfont

Web: pinotaffair.com.au

More details: [Event page here](#)



MAY 31st

Deakin University
- Waterfont

Web: splashofchardonnay.com.au

More details: [Event page here](#)



JULY 3rd - 5th

Multiple
locations

Web: wintershiraz.com.au

More details: [Event page here](#)



SEPTEMBER 5th

Williamstown Hall,
Williamstown

Web: cheersgeelong.com.au

More details: [Event page here](#)



DAY 1

NOVEMBER 7th

Multiple locations

Web: toasttothecoast.com.au

More details: [Event page here](#)



DAY 2

NOVEMBER 8th

The Pier Geelong

Web: toasttothecoast.com.au

More details: [Event page here](#)



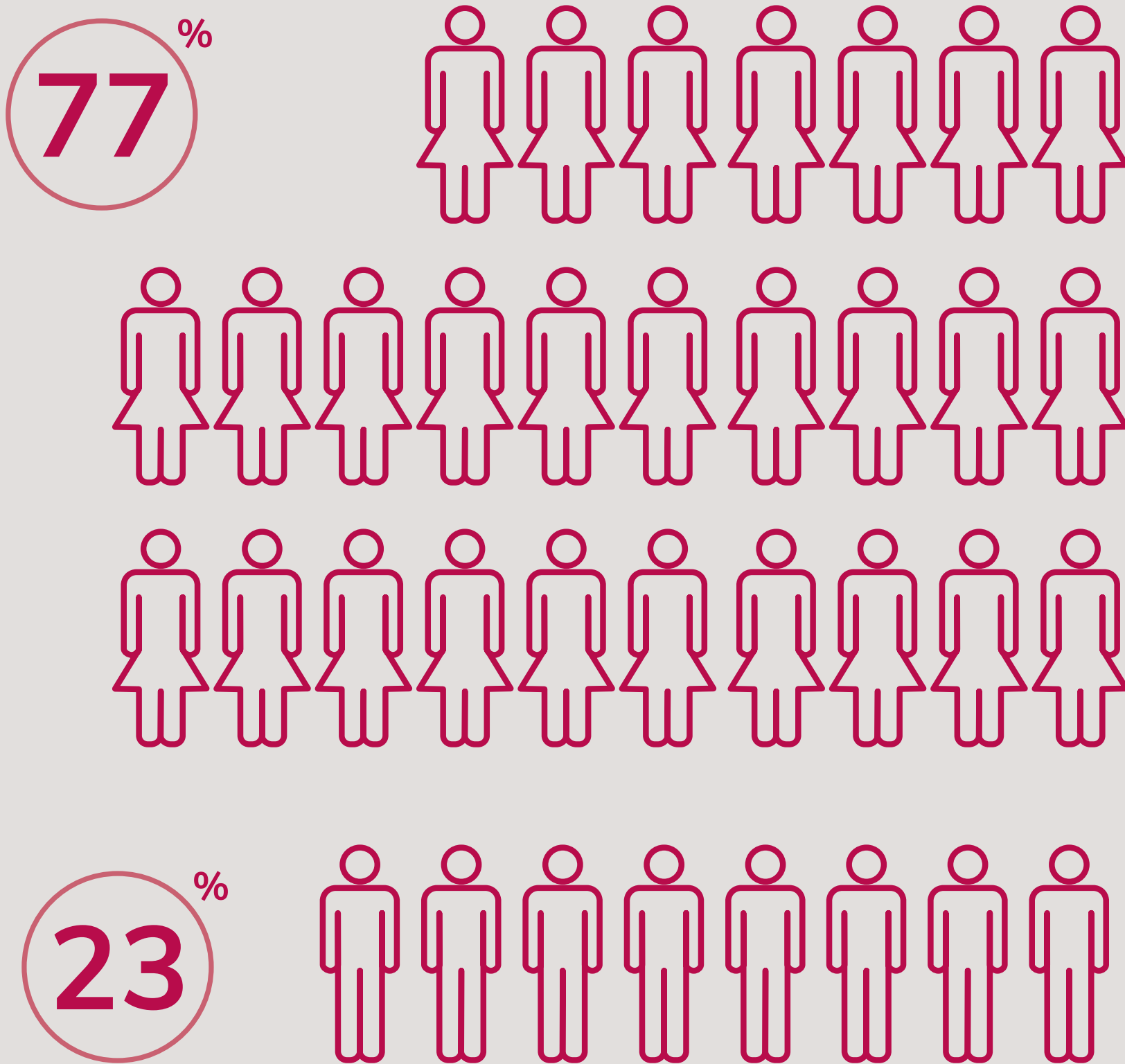
WINE
GEELONG

WINE GEELONG - 2020 EVENTS PARTNERSHIP OPPORTUNITIES

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TARGET AUDIENCE

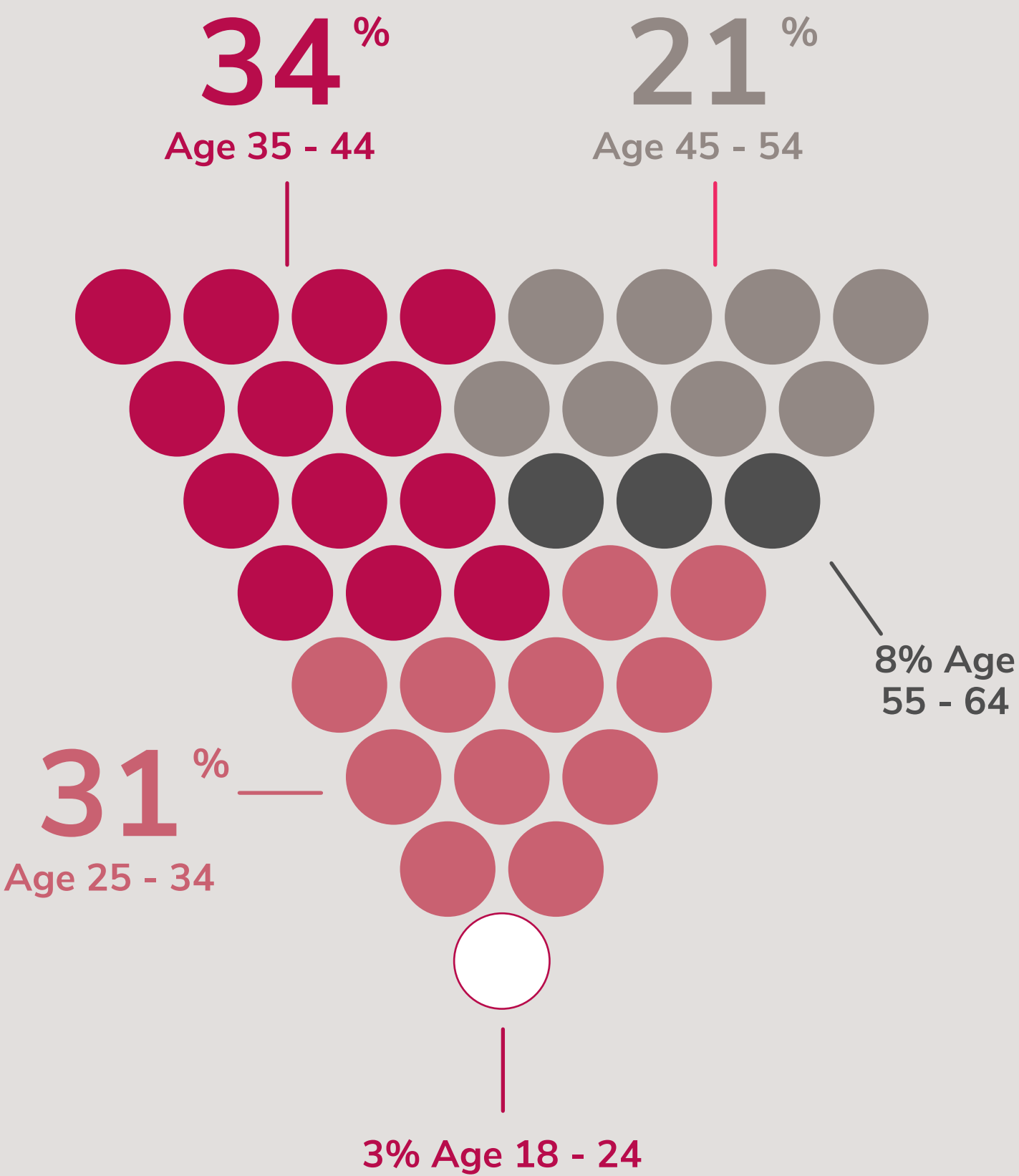
GENDER



LOCATION



AGE



OUR DIGITAL REACH

Followers **4,791**
Unique visits per post* **1,525**
Engagements per post* **135**



16,000 Visitors
1:34
1 Minute 34 seconds average viewing time

Followers **4,155**
Unique visits per post* **817**
Engagements per post* **29**



5,585 Subscribers to fortnightly EDM
>120 Wine Industry Members




* Average per post for 2019 calendar year

PARTNERSHIP PACKAGES - OPTIONS

	 PICCOLO	 PREMIUM	 MAGNUM
1 EVENT	\$400	\$1000	\$2,000
3 EVENTS	\$500	\$1,500	\$3,000
6 EVENTS	\$600	\$2,000	\$4,000

*all prices are exclusive of GST

PARTNERSHIP PACKAGE - INCLUSIONS

 PICCOLO	 PREMIUM	 MAGNUM
<ul style="list-style-type: none">• Logo on Wine Geelong partners page and event page/s.• Logo to appear in event program, brochure, event webpage and proud partners webpage.• x1 FREE ticket to sponsored event.	<ul style="list-style-type: none">• Logo on Wine Geelong partners page and event page/s.• x1 Social Media post.• Logo to appear in event program, brochures, event webpage, proud partners webpage and event signage.• x2 FREE tickets to sponsored event.• x2 Bottles of wine.	<ul style="list-style-type: none">• Logo on Wine Geelong partners page and event page/s.• x2 Social Media posts.• 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 Invitations to End of Harvest networking event.• x6 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.
- 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.

MARKETING APPROACH

Social media posts



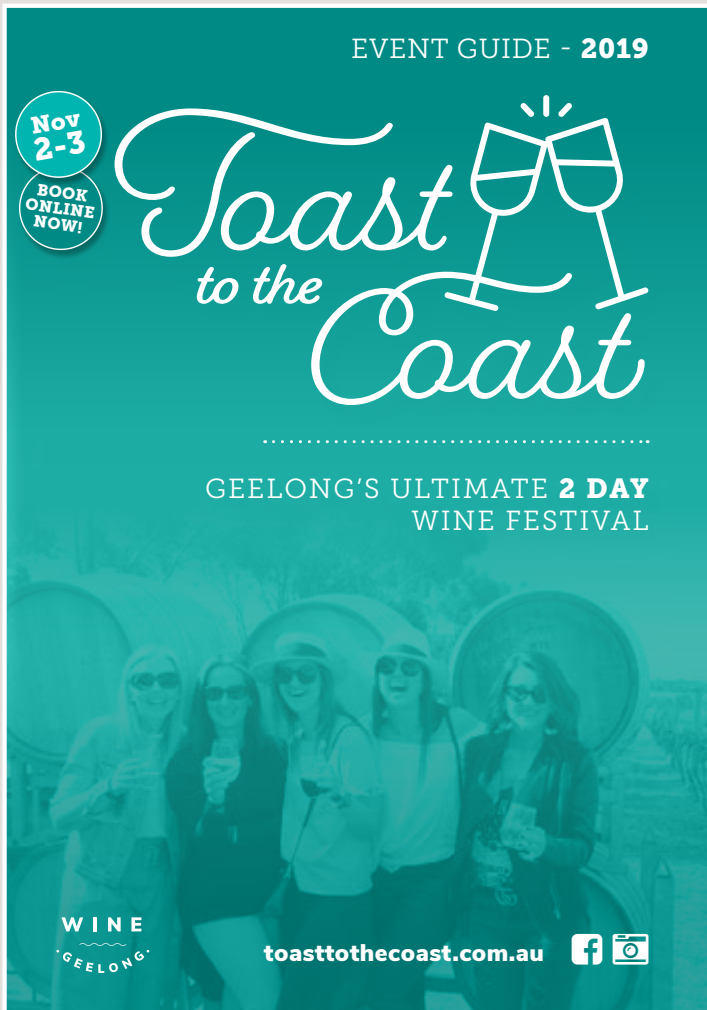
Posters



Brochures



Booklets



Site Signage



Mobile signage



Booklets



Magazine Ads

BENEFITS OF PARTNERSHIP



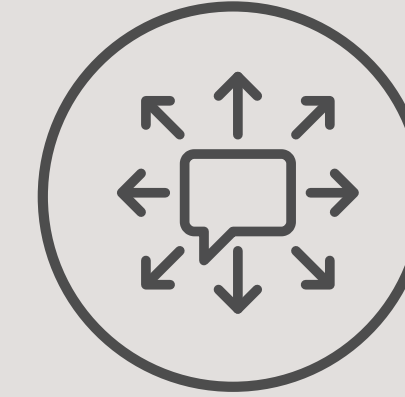
CREDIBILITY

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



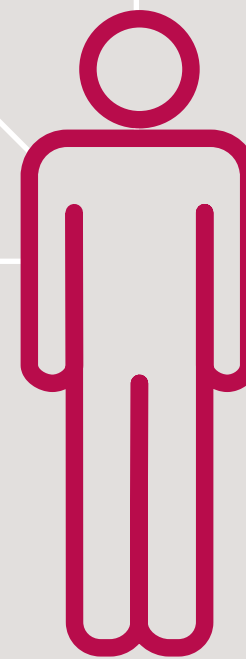
BRAND AWARENESS

Brand recognition across multiple marketing and PR channels



ENGAGEMENT

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



TESTIMONIALS



Coulter Roache 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 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

2020 PINOT AFFAIR - EVENT OVERVIEW



SATURDAY MAY 30th
Deakin University Geelong - Waterfront

Target audience:

27-60 year olds
Wine enthusiasts
Geelong and Melbourne

Event attendees:

650 pax

Digital reach:

39K unique visits
on social media
1.5K engagements per post

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.



2020 A SPLASH OF CHARDONNAY - EVENT OVERVIEW



SUNDAY MAY 31st

Deakin University Geelong - Waterfront

Target audience:

27-60 year olds
Wine enthusiasts
Geelong and Melbourne

Event attendees:

(forecasted) 700

Chardonnay is one of Geelong's hero varieties and we are excited to showcase our award-winning Chardonnay at this inaugural event in 2020.

With more than 20 top wine producers offering Chardonnay tastings, you can taste your way through the liquid gold of Geelong and rediscover the deliciousness of this popular variety. With live entertainment and outstanding local food on offer.



2020 WINTER SHIRAZ - EVENT OVERVIEW



WINTER
SHIRAZ

FRI-SUN JULY 3rd - 5th
Multiple locations throughout the region

Target audience:

27-60 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

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.



2020 CHEERS GEELONG - EVENT OVERVIEW



SATURDAY SEPT 5th

Williamstown Hall, Williamstown

Target audience:

27-60 year olds
Wine enthusiasts
Western Melbourne
and Geelong

Event attendees:

(forecasted) 700 - 800

Session Times:

11am - 2pm (morning)
3pm - 6pm (afternoon)

Geelong is coming to Melbourne! Our wineries will be hitting the road in 2020 and setting up at the historic Williamstown Hall for a showcase of seriously good wine, food, music and fun.

Situated just 15 minutes from Melbourne CBD, 'Cheers Geelong' will offer 20+ wineries on show with complimentary wine tastings. With an array of delicious street food available for purchase and live music throughout the day, this event is a great chance to catch up with friends and family and sip the day away. Ticket price includes an enviable Plumm glass for you to keep. Wine by the glass, bottle or case will also be available.

Mark your calendars, this event is one not to be missed!



2020 TOAST TO THE COAST (DAY 1) - EVENT OVERVIEW



Target audience:

25-35 year olds
Socialites who enjoy cultured
food and wine events
Geelong, Melbourne and
regional Victoria

Event attendees:

4200

Digital reach:

89.1K unique visits
on social media
3.8K engagements per post
20K visits to website overall for
the Toast to the Coast event

SATURDAY NOV 7th

Multiple wineries throughout the region

Toast to the coast is an iconic two-day festival which is in it's 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.

Day one includes tours of the wineries, visiting cellar doors and discovering the delights our region has to offer.



2020 TOAST TO THE COAST (DAY 2) - EVENT OVERVIEW



Target audience:

27-60 year olds
Wine enthusiasts
Geelong, Melbourne

Event attendees:

700

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 NOV 8th

The Pier, Geelong

Toast to the coast is an iconic two-day 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.

Day 2 of is 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.



CONTACT DETAILS



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