



Australasian Wine of the Year *Awards*

TROPHY SPONSORSHIP PACKAGE

about the event...

- Held since 1997, the Australian and New Zealand Wine Championships are again set to show the best of the best to wine consumers and buyers globally!
- These awards are a great tribute to the winemakers of Australia and New Zealand who are producing some of the world's finest wines.
- A wine sponsorship will ensure the sponsor's business name is featured not only on the day of the event, but right throughout the year across the entire Australian and New Zealand wine marketplace – both consumer and trade.
- This event is an ideal way for a business to directly connect with a premium customer base. And with a *Winestate* road show taking the wines to all capital cities the promotion continues.



- Gold and silver trophies are provided to fourteen category winners, with framed certificates for other top five winners in each category.
- The Australian and New Zealand Winemaker's of the Year each receive a specially commissioned solid Bronze James Busby statue.
- Perpetual trophies to the Australian and New Zealand "Wine Company of the Year".
- Gold Trophy to the Wine of the Year winner.



Official and Exclusive Sponsorship*

WINE VARIETY TROPHY SPONSORSHIP

(In Conjunction with *Winestate* Magazine)

Name of Organization

Winestate Publishing Pty Ltd

Organization ACN/ABN

ACN 088 226 411

Website of Organization www.winestate.com.au

Details of Sponsorship

The TROPHY Naming Rights Sponsorship Package valued at AUD\$9,900 (+ GST) per year, for Trophy Sponsorship for a wine variety at the Winestate Wine Awards Program for Australia and New Zealand,

Additional Information on Winestate

Winestate Magazine, Australia's oldest Wine Buying Guide, has been operating since 1978, and is recognized as the leading, premium Wine Magazine for Australia and New Zealand.

Winestate Magazine conducts an annual, international, Australia & New Zealand Australasian Wine of the Year Award. The Awards have been presented since 1997, and are highlighted as part of the Australian and New Zealand Wine Industry Calendar.

Additional Information on Winestate... (Continued)

Winestate identifies and awards the following;

- a. The Wine of the Year for Australia and New Zealand,
- b. The Wine Maker of the Year for Australia,
- c. The Wine Maker of the Year for New Zealand,
- d. The Winery of the Year for Australia,
- e. The Winery of the Year for New Zealand, and
- f. 14 Separate Wine Variety Categories

The Wine of the Year Awards is supported by a series of Public & Industry Tastings, International Wine Shows & Exhibitions, and Presentation Events in Australia and New Zealand.

The Wine of the Year Awards are featured and promoted extensively in the international, highly respected Winestate Magazine. Winestate Magazine produces Six (6) editions per Year, consisting of Five (5) bi-monthly editions and One (1) Annual Edition.

The Magazine has over 80,000 Reader per Issue. Winestate Publishing also produces the Wine and Spirit Insider, a stand-alone advisory feature.

Hard Copy Distribution of the Winestate Magazine includes;

- a. Australia, New Zealand and International Postal Subscribers and Newsstands,
- b. Airline Lounges of QANTAS (Chairman's, Business Class and QANTAS Club), Virgin, Malaysia Airlines, South African Airways and Singapore Airlines,
- c. United States of America - book stores,
- d. United Kingdom Wine Shops, and
- e. China (Beijing & Hong Kong) Wine Shops, and Five (5) Star Hotels.

The Winestate Magazine is also presented as a subscription-based, on-line magazine to an international readership. This is accessed online via the Winestate Magazine website and at <http://au.zinio.com/lifestyle> .

In addition to this Trophy Naming Rights Sponsorship, Winestate will invite other corporate entities to support the following Awards;

- a. The **Wine Maker** of the Year for Australia & The **Winery of the Year for Australia** valued at AUD\$50,000 Dollars,
- b. The **Wine Maker** of the Year for New Zealand & The **Winery of the Year for New Zealand** valued at NZ\$50,000 Dollars, and

Level of Sponsorship

AUD \$9,900 plus GST (Can be invoiced over 6 issues each year)

Key Details of Sponsorship

National and International Sponsorship Exposure associated with the best of the Australian and New Zealand Wine Industry.

Proposed Term of Sponsorship

One or Two years

Sponsorship commences 1 January each year

Contribution besides cash component

The Sponsor should consider;

- a. Supply of Sponsors Product for promotion at supporting events,
- b. Supply of Signage and Marketing Materials at supporting events, and
- c. Supply of Support Personnel at selected supporting events.

Winestate Magazine will ask for a Sponsors Representative to be appointed, to support the planning and implementation of the sponsorship.

Individual Events may include: (Display space included for sponsor at each):

- a. Cabernet Challenge – April in South Australia
- b. Shiraz Challenge – May in South Australia
- c. Wine of the Year Public Tasting– September in South Australia
- d. Wine of the Year Industry – (Mid-November) in South Australia and Auckland NZ
- e. Public Wine Tasting Australia
 - (i) Perth - January
 - (ii) Sydney – July
 - (iii) Melbourne – October
- f. Trade Awards / Wine Tastings New Zealand
 - (i) Auckland – November
- g. International Exhibitions, Trade Missions and Wine Shows
 - (i) Italy – Vinitaly
 - (ii) International Tastings – Tastings are planned each year for Hong Kong and Singapore.

(Individual Advertising Material & Printing Deadlines for each of the Editions are highlighted in the Media Kit.)

Sponsor Entitlements

The Sponsor will receive;

- a. Trophy Naming Rights to the **Winestate Australasian Wine Awards Program** (a single variety trophy)
- b. Marketing Promotion at;
 - (i) All Australian and New Zealand Wine Tastings,
 - (ii) All International Wine Shows and Exhibitions if requested
 - (iii) All Awards Functions and Events in Australia and NZ

- c. ONE (1) x Exclusive **Private Wine Tasting per Year**, for up to 100 Attendees per Tasting (premium wines supplied by Winestate),
- d. 5 x THIRD Pages per year in the Winestate - Value \$15,000 p/a and 2 Full Pages (December and Annual issues) valued at \$7,900 each.
- e. Two (2) x Email Promotions per Year to the Wine Industry Database and Subscribers of 4,000+ Recipients,
- f. One (1) Advertising Banner (160 x 600) on the Winestate Magazine website at www.winestate.com.au for 12 Calendar Months.
- g. Tickets for the sponsors guests at all Winestate events,
- h. In addition Winestate will provide display space at a 4 events each year, plus a regular delivery of magazines (min 30)

Winestate Magazine Contact Details

Sales and Marketing Manager

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WINESTATE Magazine promotes Australia and New Zealand wine as the world leader in judging Australasian wines (over 11,000 each year)! and Sponsors are exposed to the industry as well as a premium readership base in both Australia and New Zealand. The TROPHY Sponsor will have direct access to a decision maker in the industry via our printed and digital media, along with our industry direct communication facilities.

WINESTATE can be used as a “force multiplier” – the ability to gain maximum exposure across our Magazine readership. Please refer to the Media Kit located at www.winestate.com.au WINESTATE Magazine has a significant readership base with a demographic of business proprietors and executives that are decision makers in their industry, which the sponsor will be able to directly connect to.