

# PARTNER PROSPECTUS



# The Awards Night

The Wine Industry Impact Awards aim to celebrate the impact of value chain partnerships on the capability and competitiveness of Australian wine producers.

## Wine Industry Impact Awards GALA DINNER 2018

Thursday 18th October 2018

7pm – Pre Dinner Drinks

Three – Course Meal with Drinks Package

Limited Seats Available – Last Year Sold Out!

### Tickets

WISA Members

\$200 (incl GST) single tickets

\$1,600 (incl GST) table of 10

Non WISA Members

\$250 (incl GST) single tickets

\$2,000 (incl GST) table of 10

Dress – Black Tie

For more information: [www.wisa.org.au](http://www.wisa.org.au)

### Award Partners

**WBM**  
AUSTRALIAN WINE BUSINESS MAGAZINE

Media Partner



AUSTRALIAN VINTAGE LTD



### Event Partners

Wine  
Australia



# About the Awards

The Wine Industry Impact Awards is a unique event that is industry inclusive, accessible and newsworthy. It provides an opportunity for the grape & wine value chain to connect, communicate and cultivate relationships and ideas. It is the only Wine Industry Award of its type to duly recognise that success is earned through collaboration at all levels of the value chain.

The awards are based on presented case studies across seven categories including grape growing, winemaking, engineering, packaging, distribution & logistics, marketing & communication and tourism. There is also a Start-Up category recognising emerging and entrepreneurial solutions in our industry. Applicants are assessed on a criteria focussing on improvements and resulting impact in competitiveness & brand equity and capability of Australian wine producers.

At the gala awards evening, held at the prestigious Adelaide Town Hall on the 18th October, the industry will gather key industry leaders to create networks to enhance opportunities for a greater sharing of expertise in and between the various regions and business groups represented.

Both pre and post event finalists, winners and event partners will be supported with a package to support and recognise their success and participation.

The inaugural awards in 2016 attracted over 300 guests and further grew in 2017 with over 400 influential industry leaders from over 160 organisations attending. The 2017 event was officially sold out nine weeks prior to the event demonstrating the value of this event to industry.

The event will also play host to the main annual fundraising activities towards both WISA and our official charity partner the Leukaemia Foundation of Australia and we encourage all attendees to support these worthy causes. A range of exciting and entertaining fundraising initiatives are offered on the night. Surplus from fundraising is equally split between WISA and the Leukaemia Foundation.



# Categories & Criteria

The following categories will be offered for the 2018 Wine Industry Impact Awards:

- Grape Growing
- Winemaking
- Engineering
- Packaging
- Distribution & Logistics
- Marketing & Communication
- Tourism
- Start Up

In each category the awards aim to recognise the impact of the partnership between the value chain supplier and Australian wine producers focussing on increased competitiveness, brand equity and capability.

The Awards will be presented with an entry form and in a case study format covering:

## OVERVIEW

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Nominees will provide a summary of their application and why they believe it is worthy of winning a Wine Industry Impact award in their nominated category. They will detail how the nominated business had an impact on the capability and competitiveness of one or more Australian wine producers.

## BACKGROUND

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Nominees will provide a summary of their position in the Australian wine industry. They will discuss the challenges or opportunities identified to make an impact on the capability and competitiveness of one or more Australian wine producers.

## SOLUTION

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Nominees will provide detail on how they improved the capability and competitiveness of one or more Australian wine producers.

## INDUSTRY IMPACT

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Nominees will provide information detailing the impact on improved capability and competitiveness resulting from their engagement with one or more Australian wine producers. This will focus on also detailing the wider positive impacts for industry and wine consumers.



# Event Partner Packages

The Wine Industry Impact Awards is a whole of industry newsworthy, accessible and valuable event that attracts key decision makers in our industry. Attracting interest from both wineries and value chain partners it provides an inclusive opportunity for promotion of finalists, winners and our important event partners.

We invite companies that are seeking to promote their business to wine producers, industry suppliers and even to consumers to strongly consider partnering with WISA to present this important industry event.

The event is being covered by our Media Partner Australia's Wine Business Magazine and press releases will be distributed to all major newspapers, radio and industry trade.

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There are three main levels to suit your budget:

(8 only) Award Partner – Investment \$4,500 +GST (SOLD OUT)

(6 only) Event Partner – Investment \$2,500 +GST

(10 only) Event Supporter – Investment \$1,200 +GST

On the following pages the event partner packages and their corresponding benefits are detailed.

Our packages have been carefully benchmarked to ensure we deliver exceptional value in sharing your brand and message with our highly targeted audience.

We look forward to working with you to maximise your involvement as a valued partner of this national industry event.



# Award Partner

Our Award Partner package ensures you make the most of ramp in, event and ramp out opportunities. There's a multitude of benefits for this package including having your name associated with an award, access to nominee businesses, address the audience to convey your commitment to the industry and their business, make the most of networking at the event with discounted and preferred seating for your guests and colleagues, relax yourself or reward a client with included accommodation and ensure the maximum connections with our industry wide audience.

- First right of refusal for future awards.
- Trophy awarded in your company name i.e. "your business – Wine Impact Tourism Award".
- Brief speaking opportunity when presenting award.
- Judging position in nominated category including key contact details of all applicants (both supplier and winery nominee).
- Logo on Media Wall used as back drop for official winners photos.
- Recognition trophy of your Award Partnership.
- Representation in your award category finalist promotional videos.
- One x post event email/offer from your business distributed by WISA to attendees booking contact.
- Pre and post event coverage of awards and partners in the WISA Monthly EDM to approx. 1,900 industry professionals.
- Mention in official press release of event.
- 4 complimentary invitations to the gala dinner.
- 20% discount for any additional tickets to the event.
- Where possible preferential seating with chosen attendees.
- Single room twin share at the 4 star IBIS Adelaide including cooked breakfast for the evening of the 18th October (use it for yourself or a guest that may be travelling).
- Complimentary standard black tie suit hire for one person at Ferrari Formal Wear.
- Corporate logo and name displayed on all official publicity and literature.
- Prominent award partner logo and presenter name on slide presentation at gala dinner.
- Logo on Menu Cards at the event.
- Verbal acknowledgement of Award Partnership at the dinner
- Banner display at front of venue and on stage at the event (supplied by partner)
- Opportunity to address the dinner upon presentation of your award
- Pre and post award logo in the industry press
- 25% discount on advertising associated with the awards with WBM (see schedule attached)
- Opportunity to distribute promotional material in bags to attendees at the gala dinner

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**Investment \$4,500+GST**



# Event Partner

The event partner package is designed for businesses looking to associate their brand with the overall concept of the event and to maximise their participation and networking opportunities to drive their brand awareness to attendees.

- Pre and post event coverage of awards and partners in the WISA Monthly EDM to approx. 1,900 industry professionals.
- 2 complimentary invitations to the gala dinner.
- 20% discount for any additional tickets to the event.
- Corporate logo and name displayed on all official publicity and literature.
- Prominent Event Partner group logos on one slide presentation at gala dinner.
- Logo on Menu Cards at the event.
- Verbal acknowledgement of event partnership at the dinner
- Banner display at front of venue at the event (supplied by partner)
- Pre and post award logo in the industry press
- 25% discount on advertising associated with WBM Sep/Oct & Nov/Dec print & digital Award features.
- Opportunity to distribute promotional material in bags to attendees at the gala dinner

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**Investment \$2,500+GST**



# Event Supporter

The Event Supporter package provides excellent value for brand acknowledgement and networking opportunity at the event. It allows for your business brand to be highlighted to attendees as an active industry participant and event supporter.

- Verbal acknowledgement of Event Support at the gala dinner.
- Banner display at the event (supplied by partner).
- 2 complimentary invitations to the gala dinner.
- 25% discount on advertising associated with WBM Sep/Oct & Nov/Dec print & digital Award features.
- Opportunity to distribute promotional material in bags to attendees at the gala dinner

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Investment \$1,200+GST





# Promotion Schedule

WISA is pleased to be partnering with WBM as their official media partner of the 2018 Wine Industry Impact Awards. Significant planning has been undertaken to provide a valuable ramp in, event and ramp out promotion of the event, award finalists, award winners and opportunity for event partners to make the most of their engagement with the awards.

An 8-month campaign, covering the lead up, during and following the event is detailed below:

## **MAY/JUN** | *Generate interest and encourage applicants*

Advertising Half page print advertisement in WBM Magazine  
Editorial The Market section  
Social Social Media Sharing of WISA content

## **JUL/AUG** | *Attract guests to book seats to event*

Advertising Half page print advertisement in WBM Magazine  
MREC advertisement in July/August/September editions of TWTW  
(9x editions) (2 x July, 4 x August, 3 x September)  
Designs by Madigan Media  
Editorial Plug in TWTW via Anthony (late August, early September)  
Social Social Media Sharing of WISA content

## **SEP/OCT** | *Promote the finalists*

Advertising Half page print advertisement in WBM Magazine  
Finalist & Partners funded feature in the magazine – 25% discount for  
advertisers  
(Print & Digital package offered at 25% discount to finalists also)  
Editorial 1 x WISA Editorial blog post & social media package

## **NOV/DEC** | *Promote the Winners*

Advertising Half page print advertisement in WBM Magazine  
Winner funded & Partners feature in the magazine – 25% discount for  
advertisers  
(Print & Digital package offered at 25% discount to winners also)  
Editorial 1 x WISA Editorial blog post & social media package  
Coverage of the awards night in TWTW in following week

## **DEADLINES**

### **MAY/JUN**

Artwork & Editorial Monday 23rd April

### **JUL/AUG**

Artwork & Editorial Monday 18th June

### **SEP/OCT**

Artwork & Editorial Monday 20th August

### **NOV/DEC**

Artwork & Editorial Thursday 25th October



# Advertising Packages

## FOR FINALISTS, WINNERS & EVENT PARTNERS

As part of September/October edition of WBM, we will be including an editorial feature promoting the Wine Industry Impact Awards and associated finalists. All event stakeholders are encouraged to promote their brand via advertising in this feature and through our digital channels in the lead up to the awards night.

The following November/December edition will include a wrap up article on the awards night and further opportunity for the winners to promote via advertising.

### PRINT ONLY ADVERTISING

Full Page	\$1,575 ex GST	25% off (normally \$2,100 ex GST)
Half Page	\$900 ex GST	25% off (normally \$1,200 ex GST)
Quarter Page	\$562.50 ex GST	25% off (normally \$750 ex GST)

### DIGITAL ONLY ADVERTISING

*Editorial blog post & social media package*

- Client will be supported by WBM's Digital team regarding suitable content angle and material. All editorial blogs are posted on the WBM website within the relevant article sections.
- Editorial will be written by professional journalist/copywriter and will feature images and link to client's desired website URL and promoted by our Digital team for the duration of campaign (2 Months – September through October 18th).
- Content must fit within the editorial standards of the publication.
- Social media promotion includes:
  - 6+ Tweets from Wine Business Magazine account that link back to the editorial online.
  - 1 Facebook post include image and link to editorial post online and tag client's Business page.
  - 6 Google+ posts which increase SEO and Google page rankings.
  - Minimum of 1 Instagram post depending on quality of images supplied and created.

Price	\$750 ex GST	25% off (normally \$1000 ex GST)
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### PRINT & DIGITAL PACKAGES

Includes a print advert + editorial blog post & social media package

Full Page	\$2,325 ex GST	25% off (normally \$3,200 ex GST)
Half Page	\$1,650 ex GST	25% off (normally \$2,200 ex GST)
Quarter Page	\$1,312.50 ex GST	25% off (normally \$1,750 ex GST)

