

WINE
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• GEELONG •



A CELEBRATION OF GEELONG'S PINOT NOIR

2019 SPONSORSHIP PROPOSAL

# 2019 PINOT AFFAIR - EVENT OVERVIEW

Saturday 25th May  
12pm - 5pm



Paper Mills, Fyansford  
Geelong Victoria

Now in it's 2nd year, Pinot Affair is an exciting event showcasing & celebrating the world-class cool climate Pinot Noir of the Bellarine, Surf Coast and Moorabool Valley in the heart of Geelong





- 🍷 22+ producers from the Geelong region on show offering Pinot Noir wine tastings
- 🍷 Live music and DJ
- 🍷 Commemorative Wine Geelong glass to take home
- 🍷 550 - 600 Tickets
- 🍷 3 - 5 Local Produce Exhibitors
- 🍷 Floral Displays/Elegant Event Styling in Historic Setting
- 🍷 Delicious Truffleduck 'Street Food'
- 🍷 Shuttle Bus Service to Geelong City After Event



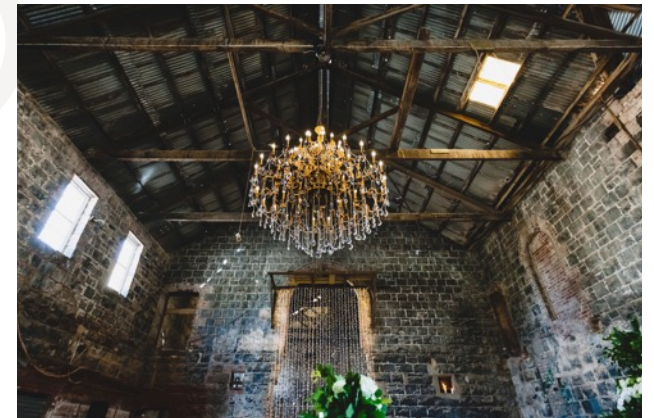






# PINOT AFFAIR - TARGET MARKET

- 🍷 General public audience – 27-55 years
- 🍷 Local & intrastate market
- 🍷 Wine enthusiasts
- 🍷 Regular buyers of wine
- 🍷 Regularly participate in cultured food & wine events
- 🍷 Enjoy listening to live entertainment / jazz music



# 2018 PINOT AFFAIR POST EVENT RESULTS

- 🍷 92.8% - would return to the event in 2019
- 🍷 66% - first time attending a Wine Geelong event
- 🍷 87% - enjoyed pass-in/pass-out to eat at local cafes/restaurants
- 🍷 Sold Out 4 Weeks Before Event
- 🍷 400 Tickets Sold (150 Wait Listed)

**“IT WAS A GREAT EVENT - WELL ORGANISED, A GREAT VIBE AND RANGE OF WINERIES”**

**“LOVED IT! I LOVED THE STYLING, HIGH END AND CLASSY WITH ATTENTION TO DETAIL”**

**“A VERY ENJOYABLE, WELL RUN AND ORGANISED DAY.  
WE LOOK FORWARD TO NEXT YEAR'S EVENT”**





# 2018 PINOT AFFAIR PARTNERS & SPONSORS



# PINOT AFFAIR - EVENT OBJECTIVES

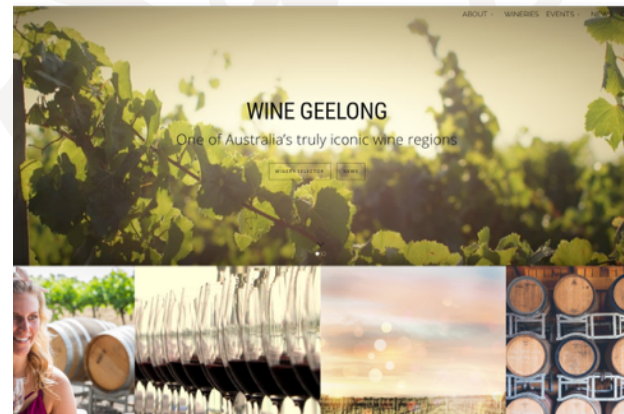
- 🍷 Wine Geelong brand awareness
- 🍷 Showcase the Pinot Noir of our region – boosting the profile of Geelong to sit alongside it's fellow counterparts in Victoria
- 🍷 Promote excellence in Geelong Pinot Noir winemaking
- 🍷 Offer an opportunity to broadly promote Wine Geelong, it's members and sponsors to a local, regional and interstate market
- 🍷 Exposure to foster greater support of our local wine products
- 🍷 Solidify strong links between sponsors and the wine industry





# 2019 PINOT AFFAIR MARKETING PLAN

- 🍷 Targeted 12 week marketing and PR campaign across online, social media and print channels
- 🍷 Wine Geelong website via designated event page advertising
- 🍷 Scheduled Electronic Direct Mail blasts to database (10,000 reach)
- 🍷 Targeted social media campaign through Facebook (3.9k likes) and Instagram (3.5K followers)
- 🍷 Cross promotional sponsor opportunities
- 🍷 3000 x DL Flyers to restaurants, bottle shops respected local Geelong businesses
- 🍷 Event day - live social media posts, recognition and thanks to sponsors



Surf Coast Times

facebook





# 2019 PINOT AFFAIR EVENT SPONSOR PACKAGES

## BRONZE \$500

### **Included benefits:**

- 🍷 1 x VIP ticket to the event
- 🍷 Recognition in event day sponsor signage
- 🍷 Logo on Wine Geelong event page
- 🍷 Association with a high-end Wine Geelong event
- 🍷 Strong networking opportunities on event day
- 🍷 2 x bottles of premium Geelong Pinot Noir



# 2019 PINOT AFFAIR

## EVENT SPONSOR PACKAGES

### SILVER

#### \$1,000

#### **Included benefits:**

- 🍷 Recognition in some media and print collateral
- 🍷 Recognition in event day sponsor signage
- 🍷 Recognition across social media channels inc Facebook / Instagram
- 🍷 2 x VIP tickets to the event
- 🍷 Logo on Wine Geelong event page
- 🍷 Association with a high-end Wine Geelong event
- 🍷 Strong networking opportunities on event day
- 🍷 6 x bottles of premium Geelong Pinot Noir



# 2019 PINOT AFFAIR EVENT SPONSOR PACKAGES

**GOLD**  
**\$2,000**

(limited places available)

**Included benefits:**

- 🍷 Recognition in all media and print collateral
- 🍷 Business logo on event day lanyard
- 🍷 Recognition across social media channels inc Facebook / Instagram
- 🍷 Strong recognition in event day sponsor signage
- 🍷 6 x VIP tickets to the event
- 🍷 Logo on Wine Geelong event page
- 🍷 Association with a high-end Wine Geelong event
- 🍷 Strong networking opportunities on event day
- 🍷 12 x bottles of premium Geelong Pinot Noir



# 2019 PINOT AFFAIR - CONTACT

Saturday 25th May  
12pm - 5pm



Paper Mills, Fyansford  
Geelong Victoria

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