



2024 PARTNERSHIP PROPOSAL



OPPORTUNITY

Your opportunity to partner with Australia's most prestigious wine awards,



PARTNERSHIP OBJECTIVES

The National Wine Show of Australia (NWS) is the nation's premier wine competition. Australian wine 'royalty' James Halliday, who has been on the show's advisory panel for 30 years, describes it as "the most important wine show in Australia".

The NWS celebrates the best of the best Australian wines, with medal winners regularly enjoying increased sales and brand awareness, domestically and internationally.

The show is also an important vehicle for celebrating the resilience of an industry that has been challenged by COVID-19, bushfires, drought, floods and trade sanctions, but which continues to produce some of the world's most exciting wines.

It is the goal of the NWS to continue to position the Australian wine industry as the world's best, leveraging our key partnerships with leading organisations such as yours.

BRAND POSITIONING

The NWS attracts considerable national and international attention, which has been enhanced with the National Press Club of Australia joining as a major partner from 2022. Show partners enjoy increased brand visibility as a result of the show's broad-ranging mainstream media and social media campaigns, prominent positioning at events and introductions to the show's high-profile partners and supporters.



2023 Champion Wine of Show

NETWORKING

This is a national event that draws international attention. The NWS has a strong relationships with both the public and private sector, including Australian wine industry leaders, the world's best wine judges, wine-makers, buyers, government representatives and media. Networking opportunities can be customised to suit your objectives.

ABOUT US

The National Wine Show of Australia (the Show) is the pinnacle of wine industry recognition in Australia.

Held annually the event recognises outstanding achievement in the Australian wine industry following a comprehensive national qualifying process. Entries are received from large and small wine companies and winemakers from across Australia. All wines entered must have won a Gold or Silver medal at a Capital City Wine Show or a small number of leading Regional Wine Shows and Special Purpose Competitions. This ensures only Australia's best wines secure entry to the Show.

First held in 1975, the Show provides sponsors a unique client opportunity along with national and international exposure in support of outstanding Australian endeavour. The Show is Australia's premier wine event held in May/June of each year. Australia's best wines are judged, culminating in a prestigious awards dinner which is held and broadcast from the National Press Club of Australia.

The Show is supported by an Advisory Panel which comprises James Halliday AM and four of Australia's leading winemakers including: Jim Chatto - Chief Winemaker McWilliams Wines and Chatto Wines, Tom Carson - Chief Winemaker Yabby Lake Vineyards, David Bicknell - Chief Winemaker Oakridge Wines, Matt Harrop - winemaker at Curly Flat vineyards and current Chair of Judges. All Panel members are a current or past chairman of judges at the Show.

Having distinguished wine industry leaders steering the Show ensures Australia's very best wine judges welcome the opportunity to be part of the Show.



NATIONAL WINE SHOW EVENTS



AWARDS DINNER

DATE: THURSDAY 30 MAY
TIME: 6:30PM - 11PM
LOCATION: NATIONAL PRESS CLUB

The culmination of the National Wine Show of Australia is the prestigious awards dinner at which around 200 people attend and celebrate the winning winemakers who take out the trophies in their respective categories. The evening's MC is always a nationally recognised personality.

VIP TASTING

DATE: FRIDAY 31 MAY
TIME: 4PM-7PM
LOCATION: EXHIBITION PARK IN
CANBERRA

This event is exclusively for sponsors and their invited guests and provides the opportunity to taste the best of Australia's wines over a three hour period. All wines are available for tasting including the most decorated wines from the 2024 Show. The wines are complemented by local gourmet providore canapés. Invitations are capped at a maximum of 150 guests.

PUBLIC TASTING

DATE: SATURDAY 1 JUNE
TIME: 2PM-5PM
LOCATION: EXHIBITION PARK IN
CANBERRA

2024 sees the return of the public ticketed tasting. Guests will enjoy the opportunity to taste the best of Australia's wines over a three hour period. All wines are available for tasting including the most decorated wines from the 2024 Show. The wines are complemented by local gourmet providore canapés.

MEDIA COVERAGE

In the news - 2023 event

Our clear and consistent positioning of the National Wine Show as the nation's premier wine show that determines the best of the best of Australian winemaking is achieving excellent cut through in state and national media. Our key messages were picked up and often used word for word by journalists, including:

- The National Wine Show judges the best of the best Australian wines
- Entries have already won gold or silver at qualifying shows
- The show is considered the grand final of the Australian wine awards
- The winners' list is a buyers' guide to the best Australian wines

Tying in this year's awards with the news cycle around diplomacy efforts being made in China by Trade Minister Don Farrell to re-open export markets piqued media interest, as did the angle that many National Wine Show winners are affordable for the average consumer.

The pages below feature a snapshot of the media coverage achieved in the lead up to, during and after the National Wine Show awards night. Much of this coverage was amplified on the media outlets' social media pages.

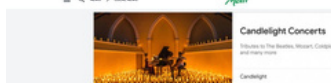
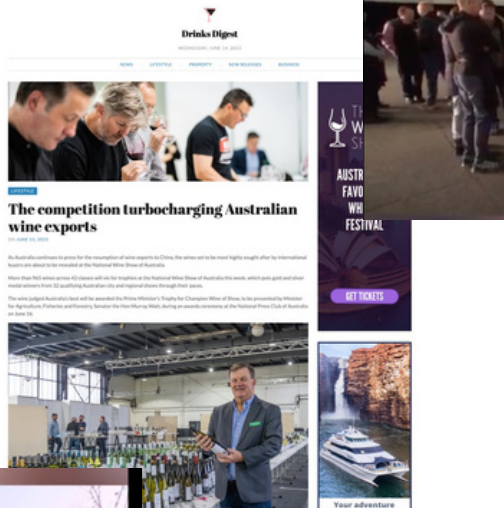


The Search For Australia's Best Bottle Of Wine

6:35 PM · Jun 11, 2023 · 1,953 Views



More than 900 of Australia's top drops are battling it out for trophies at the National Wine Show in Canberra. #WINews | Channel 8 & 80 (HD) Weeknights from 5:30pm



Margaret River claims top honours at national wine s



The accolades keep rolling in for the Margaret River wine region as months earlier saw the country's best wine selected by the experts.



This is what lower price looks like.

GOLD PARTNER

Investment \$20k

Designations

- Acknowledgement as a major partner of the National Wine Show of Australia

Ticketing / Hospitality

- Two tables (16 Tickets) to attend the National Wine Show of Australia prestigious awards dinner held at the National Press Club of Australia
- Twenty four (24) tickets to attend the sponsor only VIP Wine tasting held in Canberra
- A gift of eight (8) dozen assorted National Wine Show wines

Advertising / Branding

- One full page advertisement in the National Wine Show Catalogue
- Recognition across a broad range of Australian and potentially international media driven through a dedicated media partner
- Your corporate signage to be placed throughout the National Wine Show judging pavilion (company to provide)
- Your corporate signage prominently displayed at the prestigious National Wine Show awards dinner to be broadcast from the National Press Club of Australia
- Your corporate logo and link placed onto the website
- Corporate recognition through the Show's online media campaign

Activations

Activation opportunities will be negotiated with individual Gold sponsors. For example, this could be: an intimate dinner which includes a wine tasting led by one of Australia's leading wine judges supported by only Trophy/Gold winning wines. This is simply a money can't buy experience for your key clients. It includes the ability for your clients to purchase award winning wines at discounted prices. Strictly limited to three events annually on a first come, first served basis. (the Dinner would be at your Boardroom or a private room at a restaurant organised by the host. Wines to be provided by NWS).



SILVER PARTNER

Investment \$10k

Designations

- Acknowledgement as partner of the National Wine Show of Australia

Ticketing / Hospitality

- One table (8 tickets) to attend the National Wine Show of Australia prestigious awards dinner held at the National Press Club of Australia
- Twelve (12) tickets to attend the sponsor only VIP Wine tasting held in Canberra
- A gift of four (4) dozen assorted National Wine Show wines

Advertising / Branding

- One half page advertisement in the National Wine Show Catalogue
- Recognition across a broad range of Australian and potentially international media driven through a dedicated media partner
- Your corporate signage to be placed throughout the National Wine Show judging pavilion (company to provide)
- Your corporate signage displayed at the prestigious National Wine Show awards dinner to be broadcast from the National Press Club of Australia
- Your corporate logo and link placed onto the website
- Corporate recognition through the Show's online media campaign

Activations

Activation opportunities will be negotiated with individual Silver sponsors. For example, this could be: VIP invitation only events (Sydney; Melbourne) led by some of Australia's leading wine judges showcasing a selection of outstanding Australian wines.



ASSOCIATE

Investment \$5k

Designations

- Acknowledgement as a supporter of the National Wine Show of Australia

Ticketing / Hospitality

- Access to the National Wine Show of Australia prestigious awards dinner held at the National Press Club of Australia
- Six (6) tickets to attend a sponsor only VIP Wine tasting held in Canberra
- A gift of two (2) dozen assorted National Wine Show wines

Advertising / Branding

- Acknowledgement in the National Wine Show catalogue
- Your corporate signage to be placed throughout the National Wine Show judging pavilion (company to provide)
- Acknowledgment at the prestigious National Wine Show awards dinner to be broadcast from the National Press Club of Australia
- Your corporate logo and link placed onto the website
- Corporate recognition through the Show's online media campaign

Activations

Tailored activation opportunities will be limited at the Associate level of sponsorship but can be negotiated on an additional fee basis.



GET IN TOUCH

Thank you for taking the time to consider this proposal. We are keen to develop a long term, mutually beneficial partnership.

The Chair of the National Wine Show, Andy Gregory, will be your direct contact to further develop this proposal.

Andy is available to meet at your convenience to work through any questions or suggestions you may have.

Andy Gregory

Mobile: 0439 972 645

Email: andy.gregory@yellowedge.com.au

