



Friday 22 May, 4pm – 10pm

Saturday 23 May, 2pm – 9pm

Yagan Square, Wellington Street, Perth



Perth's Winter Wine Festival

Get your crew together, get down to Yagan Square and taste wines from Western Australia and beyond at City Wine, Perth's Winter Wine Festival

This wine festival has an incredible line up of exceptional wines, beers, ciders and cocktails from across our extraordinary state. Have a tasting, then buy a glass of your favourite while you enjoy some delicious food from Perth's best foodies, chill to the cool tunes from local DJs and keep yourself warm with plenty of heaters.

All this in a cozy undercover retreat right in the heart of the city at Yagan Square!

Entry includes a souvenir glass, wine tasting, live music with tapas styled meals for purchase, sales by the glass and take home wine sales.

Marketing

People are invited to sip their way through some of the best wines and food in the state, all located in one convenient location. The vibrant wine and food event puts the tastes in people's mouths and encourages them to buy local and be loyal to those involved!

- The visitor profile is a higher socio-economic demographic
- An extensive pre-event web based registration campaign is used to attract consumers.
- Broad media marketing can include press, radio, online, magazines and key websites.
- Online media is promoted through our website, enewletters, online event calendars and blogs.
- Social media is promoted through Facebook, Instagram and influential wine, food and event accounts.
- Publicity uses key media releases targeting WA's wine and food media pages along with relevant media outlets.



Marketing cont.

Website - wineandfood.com.au

The website is the centre for all information and directions to events. The website traffic is constantly growing and is a major focus for all events. The online ticketing is directed through the site.

The site currently reaches over 160,000 people annually.

Broad Media

Broad media varies with mainly online and magazine options taken up. More success is building through the online and social media platforms.

Social Media

- 20,000 followers on social media
- Facebook statistics reveal that around 45% of visitors attend through Facebook interaction.
- A social media agency is used to manage and monitor Facebook advertising.
- Bloggers are engaged to assist in the lead up to events.

@WineandFoodWA #WineandFoodWA #CityWine



Marketing cont.

EDM / Subscribers

CMS Events have built a responsive email database used to promote all events. This database continues to expand with each event staging. Over 15,000 people are currently subscribed.

Online

A range of online marketers and calendars are also engaged.





Demographics

An average attendance of 3,500 people attend over the two day event. (40% on Friday and 60% on Saturday).

Visitor Age	18 – 24	5%	Where they live	Central Perth 6000 – 6009	10%
	25 – 40	63%		North Corridor 6010 – 6050	29%
	41 – 54	26%		NE Metro 6051 – 6100	19%
	55+	8%		SE Metro 6101 – 6150	15%
				South Corridor 6151 – 6200	23%
				Country WA	2%
				Visitors to the state	2%

Wine Purchase Habits (Multiple response)	From Liquor Stores	84%
	Online	40%
	Cellar Door	57%
	At Events	44%

How they heard (Multiple response)	Facebook	52%	Instagram	11%
	Email	23%	Online Media	10%
	Scoop	4%	Urban List	6%
	Website	5%	IWannaTicket	1%
	Signage	2%	Radio	2%
	Newspaper	1%	Word of Mouth	24%

Sponsorship

Organisations are invited to support through sponsorship and be seen as a major partner of the event. Benefits can be through marketing exposure, branding, website presence, enewsletter advertising, feature support, online ticketing, social media, merchandise, hospitality and direct sales. Activation of sponsorships on site is encouraged to help drive your message home.

Typical groups which could benefit from sponsorship include; accommodation, airlines, liquor & retail, developers / real estate, finance, insurance, telco's, vehicles, service providers, media, government, food producers, wine distributors and regional tourism.

Opportunities

Presentation Sponsor – benefits and cost negotiable

Vintage Sponsor - \$10,000

Glass Sponsor - \$10,000

Entertainment Stage - \$4,000

Support Sponsor – by negotiation

We can tailor packages according to companies needs and objectives.



Presentation Sponsor

The event presentation sponsor assumes exclusive top tier recognition being “City Wine presented by Company” with the following range of privileges:

Branding & Marketing

- Logo on the website event pages
- Logo on the event EDM's
- Logo on welcome signage
- Name inclusion with all references to the event in both advertising and communications channels
- In general, branding across all visual media

Promotions

- Stand for optional use at event
- Banner on EDM's (minimum eight to be sent)
- An offer/promotion in one EDM
- Promotional release on website blog page
- Two promotional posts across social media
- Ticket give-away through own social media
- Banners provided by sponsor placed at the event

Hospitality

- 20 event passes



Vintage Sponsor

The vintage sponsor assumes second tier recognition with the following range of privileges:

Branding & Marketing

- Logo on the website event page
- Logo on the event EDM's
- Logo on welcome signage
- Name inclusion within advertising and communications channels including social media, online and print
- In general, branding across all visual media

Promotions

- An offer/promotion in one EDM
- Two promotional posts across social media
- Ticket give-away through own social media
- Banners provided by sponsor placed at the event

Hospitality

- 20 event passes



Glass Sponsor

The glass sponsor takes advantage of their branding on each glass provide to visitors with the following range of privileges:

Branding & Marketing

- Logo on the website event pages
- Logo on the event EDM's
- Logo on welcome signage

Promotions

- Logo co-branding on glasses (3,500 expected visitors)
- An promotion in one EDM
- One promotional posts across social media platforms
- Ticket give-away through own social media

Hospitality

- 20 event passes



Entertainment Stage

The glass sponsor takes advantage of their branding on each glass provide to visitors with the following range of privileges:

Branding & Marketing

- Logo on the website event pages
- Logo on the event EDM's
- On site signage for the Entertainment Stage

Promotions

- An promotion in one EDM
- One promotional posts across social media platforms
- Ticket give-away through own social media

Hospitality

- 10 event passes



Contact us today!

**City Wine is part of the Wine and Food Events WA series
presented by CMS Events**

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Thank you!