



PERTH'S WINTER WINE FESTIVAL

Friday, 21 May: 4.30pm-9.30pm

Saturday, 22 May: 3.00pm-9.00pm

Russell Square, James Street, Northbridge

Perth's Winter Wine Festival is back for another year at its lush new home of Russell Square with plenty of green grass and tall trees on 21 & 22 May!

With a large lineup of incredible wines, beers, cider, cocktails and delicious food from our extraordinary state, there will be something for everyone's palate!

Grab yourself a beverage, chill to local music artists and DJs from the entertainment stage and keep yourself warm with plenty of heaters and cover. Feeling fancy? Treat yourself with a Park Lounge ticket, it's an exclusive lounge retreat with Bunkers Wines, beer and food included!





NEW FORMAT

VIP PARK LOUNGE

Guests will be able to treat themselves to a Park Lounge ticket. This will be an exclusive lounge retreat which includes a premium Plumm glass, complimentary Bunkers Wines & beer from the private bar and catering, under cover and garden courtyard areas with tables and seating for comfort and private toilets for convenience.

STAND LAYOUT

Each stand will be open on one side with white picket fencing separating the stands to allow for more air flow.

HYGIENE

Hand wash facilities will be available onsite, along with hand sanitisers located between exhibitors and main seating areas.

FESTIVAL ACTIVATIONS

BEVERAGE STANDS

A range of wine, craft beer, cider and spirits to taste, buy by the glass, order or take home something for later.

GOURMET TAPAS

Get yourself some delicious tapas from Perth's best foodies and relax at the wine barrels or on the picnic rugs with a wine to match.

TUNES

Setting the scene to this amazing Winter wine festival will be local Perth solo and duo musicians, as well as DJs playing all your favourites from the Entertainment Stage!

SURVEY PRIZE

Each visitor is emailed a survey after the event to fill in, to win the survey prize! This can vary from a wine and food experience to cases of wine to event tickets.





FESTIVAL ACTIVATIONS CONT.

WINE LOCKER

Enjoy a complimentary wine tasting, then support the local makers by buying a glass or bottle of your favourite. Store your bottle purchases at the Wine Locker until it's home time. It's a complimentary service making the festival even more user friendly.

PLUMM GLASS

Plumm glasses have a thin glass and long body which improves and enhances your wine tasting experience, releasing flavours and aromas of the wines. It's a special glass for wine lovers, made for tasting and drinking! Each ticket either receives the mini Plumm or premium Plumm glass.

MARKETING

People are invited to taste their way through some of the best wines, beers, ciders, spirits and food in the state, all located in the heart of Northbridge. 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, enewsletters, 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

www.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 130,000 people annually.

SOCIAL MEDIA

Facebook – www.facebook.com/WineAndFoodWA

Approximately 18.5k followers

78% of our database use Facebook to find events.

Instagram - www.instagram.com/wineandfoodwa

Approximately 4.5k followers

29% of our database use Instagram to find events.

Handles - @WineandFoodWA #WineandFoodWA

#CityWine

#PerthsWinterWineFestival

MARKETING CONT.

ENEWSLETTER

Approximately 15.5k subscribers.

34.9% of our database use enewsletters to find out about events.

CMS Events have built a responsive email database used to promote all events. This database continues to expand with each event staging.

ONLINE MEDIA

A range of online marketers and calendars are also engaged which may include Urban List, Broadsheet, Scoop Events, Experience Perth and other social media bloggers.

38% of our database use Online Event Calendars to find events.

53% of our database use Online Media Accounts to find events.

6% of our database use Bloggers to find events.





SALES

ATTENDANCE

With Covid restrictions the event will attract around 3000 people over the two days with a greater proportion on Saturday.

SALES ON THE DAY

Complimentary tastings, sales by the glass, bottle sales for take away and case orders will be made. 83% of our database say that tastings are what influences them to purchase wine.

44% of our database prefer to buy their wine at events.

BUILD ONGOING SALES

Develop your database while at the event using competitions, giveaways etc. Use the database to continue sales after the event.

86% of our database say that they continue to purchase a wine brand after discovering them at an event.

DEMOGRAPHICS

Details are taken from a visitor survey completed in June 2020. Please note that some questions have multiple answers.

The split of female to male ratio is generally 65% to 35% respectively.

VISITOR AGE	
18 - 24	2%
25 - 40	52%
41 - 54	29%
55+	18%

NUMBER OF WINE & FOOD EVENTS ATTEND	
1 to 2 annually	50%
3 to 4 annually	32%
4+ annually	16%

WHICH EVENTS THEY ATTEND	
UnWined Subiaco	58%
City Wine	54%
Sunset Wine	50%

LOCATION	
Central Perth 6000 – 6009	11%
North Corridor 6010 – 6050	27%
NE Metro 6051 – 6100	23%
SE Metro 6101 – 6150	12%
South Corridor 6151 – 6200	19%
Country WA	7%
Visitors to the state	1%

INFLUENCES TO BUY WINE	
Tastings	83%
Referral	55%
Reviews	14%
Awards	33%
Label	31%
Regions	66%
Price	71%
Description	39%





SALES STATS

Details are taken from a visitor survey completed in June 2020. Please note that some questions have multiple answers.

WHERE THEY BUY WINE

Bottle Shop	82%
Cellar Door	64%
At Events	44%
Online from Cellar	32%
Online Reseller	12%
Wine Club	22%

SPEND ON WINE CONSUMED AT EVENT

\$10 - \$50	65%
\$50 - \$100	33%

TAKE AWAY BOTTLES AT EVENT

1 - 3 bottles	49%
4 - 7 bottles	21%
8 - 12 bottles	13%
13+ bottles	8%

SPEND ON WINE ORDERS AFTER EVENT

\$10 - \$50	17%
\$50 - \$150	31%
\$150 - \$250	15%
\$250 - \$500	10%
\$500+	2%

RETAIL PRICE PER BOTTLE

Less than \$10	3%
\$10 - \$20	51%
\$20 - \$40	44%
\$40+	2%

86% say that they continue to purchase a certain wine brand after discovering their wine at an event!

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, newsletter advertising, feature support, online ticketing, social media, merchandise, hospitality and direct sales.

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

Event Presentation Sponsor – benefits and cost negotiable

Major Sponsor

Souvenir Glass Sponsor

Entertainment Gazebo Sponsor

Support Sponsor (wine, produce, glasses, media, talent and other activations) – by negotiation

CMS can tailor packages to meet all company objectives.





BENEFITS AVAILABLE

Sponsorship benefits can vary with investment and activations, with the following options open for discussion:

Branding & Marketing

- Logo on the website event pages
- Logo on the event enewsletter
- Logo on welcome signage
- Inclusion with both advertising and communications
- In general, branding across visual media
- Souvenir Glass branding
- Activation branding
- Merchandise branding

Promotions

- Stand / area for activation at event
- Banner on enewsletter
- An offer/promotion in one enewsletter
- Promotional posts across social media
- Ticket give-away through own media
- Banners provided by sponsor placed at the event

Hospitality

- Event passes for use for staff or clients

BE AN EXHIBITOR

We welcome you to take up the opportunity of being an exhibitor. With high quality visitors attending and exposure through our media platforms it represents a fantastic opportunity to build brand exposure, sales and a valuable database.

As an exhibitor you can:

- Provide tastings and talk to people interested in your produce
- Sell your beverage by the glass (which is strongly encouraged through our marketing messages)
- Sell bottles and cases on the day (we provide a wine locker for storing purchases)
- Sell beverages through order forms/ cellar door ordering (bring your order forms along)
- Take details to build your database and sales after the event

We offer three levels of participation to make it cost effective for you – please enquire with CMS Events for stand availability and inclusions.





EVENTS IN THE WINE & FOOD EVENTS WA SERIES

CITY WINE

21 & 22 May 2021

Perth's Winter Wine Festival

Russell Square, Northbridge

UNWINED SUBIACO

23 & 24 October 2021

WA's Premium Wine & Food Festival

Market Square Park, Subiaco

TASTE GREAT SOUTHERN

2022

Great Southern, Western Australia

CONTACT US TODAY!

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

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