



**2023
PARTNERSHIP
PROPOSAL**



ABOUT THE GOOD FOOD & WINE SHOW

With a national audience of over 100,000 visitors to our Melbourne, Sydney, Perth & Brisbane shows and a digital following / audience of 300k, the Good Food & Wine Show visitor is enthusiastic, passionate and hungry for new ingredients, new ideas and new products.

The Good Food & Wine Show offers you the opportunity to partner alongside the very best the industry has to offer from local producers to industry leaders, putting you in front of an engaged, high spending audience.

Align your brand with Australia's most exciting and inspiring food & wine event, which features a host of Australia's favourite chefs, unique features and masterclasses which excite and inspire.

Melbourne
19 - 21 May 2023
Melbourne Convention &
Exhibition Centre

Sydney
23 - 25 June 2023
International Convention
Centre Sydney

Perth
21 - 23 July 2023
Perth Convention &
Exhibition Centre

Brisbane
27 - 29 October 2023
Brisbane Convention
& Exhibition Centre



**The Good Food &
Wine Show is proud
to be Australia's
longest running,
largest and most
awarded consumer
food & wine show**

MARKETING CAMPAIGN



The extensive 2023 marketing campaign will drive awareness and promote customer engagement through an integrated marketing plan across digital, social, and traditional media channels



175K
Email addresses nationally

33%
Open Rate

8%
Click Through Rate (VTD)



91.5K
Facebook followers



51.5K
Instagram followers



144K
Website Sessions
Average Monthly Statistic



313.3K
Website Page Views
Average Monthly Statistic



The Sydney Good Food & Wine Show presented by Citi opens this weekend! The show is bursting with new products, new experiences and whole lot of fun to be had!

From hundreds of delicious moments you can find at the Good Food & Wine show, we've highlighted ten of the most standout, must see reasons to visit the show this weekend. So, get your entry ticket now and join the most exciting food and wine event around!

GET YOUR TICKET



TOP 10 REASONS

you can't miss the Good Food & Wine Show this weekend:



SEE YOUR FAVOURITE CHEFS

From learning How Taste Changed the World with Adam Liaw, to Everyday Gourmet with Justine Schofield, don't miss your favourite culinary start in action live on stage at [The Kitchen by Harris Warratt](#).



300+ PRODUCERS TO DISCOVER

Your visit is set browsing, sampling and buying artisan products from over [300 producers, winemakers and bakers](#). Meet the makers, hear their stories and find your next favourite thing to take home and enjoy!

VISITOR PROFILE



82%
of visitors attend to
discover new food
and wine products



20% 25-34 years
24% 35-44 years
23% 45-54 years
20% 55-64 years



The best known food
and beverage event in
Australia*



106,743

VISITORS ANNUALLY



\$28 million
is what visitors spend
approximately at the
Good Food & Wine Show



71%
spend up to \$300
at the show



67%
attend the show to discover
and buy new wines



76%
spend between 3-6
hours at the show when
they visit



93%
of visitors would
recommend products from
the show to their friends
and family



71%
of visitors attend the
show to shop and
take advantage of
show specials

Average Personal Income

\$85K - \$150K



83%

**of Exhibitors report
exhibiting at the
event boosts product
sales**

PARTNERSHIP OVERVIEW



- The Good Food & Wine Show presents the perfect opportunity to showcase the amazing breadth, quality and diversity of the Margaret River region to an engaged wine enthusiast audience.
- This partnership will provide two major at-show touch points for Margaret River wineries plus an integrated marketing campaign and masterclass opportunities at show.
- One of the at show activations will be a Margaret River pavilion which will be created with a distinct look and feel, for a minimum of 8 (up to 12) wineries. Slides 8-9 will provide more detail on the feature build and signage opportunities.
- The wineries and regions participation in the show will be highlighted at the show but also throughout a 12-month integrated campaign. The regional feature will receive dedicated webpages, with the opportunity for each winery to have its own profile page. Social posts and eDM inclusions will all form part of this ongoing campaign throughout 2023.
- The Margaret River wineries within the pavilion would also own the exclusive wine pourage rights within the VIP lounge. This provides further access to affluent wine enthusiasts, an opportunity to showcase the more reserve/hard to find wines from the wineries and an extensive additional series of marketing inclusions as the wine and presenting partner for this feature.

PARTNERSHIP OVERVIEW



- Good Food & Wine Show to provide for full build of the VIP lounge with fully integrated Margaret River region and winery branding and signage
- VIP ticket holders will have a premium experience and chance to really get to know the Margaret River wines being showcased in the lounge. All opt in VIP ticket data will be given to the wineries for ongoing engagement and acquisition.
- Opportunity to run mini seated masterclasses within the VIP lounge. These sessions will be pre-promoted and will be another data acquisition opportunity for wineries with at show sign ups encouraged to attendees. New for 2023 GFWS is looking to work with artisan cheese makers (exhibiting at the show) to accompany the wine tasting. An additional gourmet/premium experience for VIP guests.
- There will also be the opportunity for lots of integration into the RIEDEL Wine Theatre tastings hosted by Nick Ryan. These sessions are another key touch point at the show. GFWS will work with the participating wineries to curate some sessions ideally suited to Margaret River wines. The sessions are pre-promoted (although not ticketed) and are a key driver for further brand awareness and increase in footfall to the pavilion following a masterclass with Nick.
- Nick Ryan will curate sessions at each show – working closely with the wineries. Nick will ensure key messages and at show specials are communicated to his highly engaged audience of keen wine tasters.





98%

of partners report an increase in brand awareness due to exhibiting at the event

WHY PARTNER WITH US

BENEFITS & OPPORTUNITIES



Margaret River Pavilion

- Sampling to wine engaged audience (approx. 22-30K people per show)
- Bottle and Case sales within the Margaret River pavilion (In 2022, the average Margaret River winery sales were between \$4,300-\$7,710 depending on the show)
- Great data capture opportunity – very effective way of getting wine club sign ups.
- Australia Post onsite to facilitate easy shipping of Margaret River wines from the Margaret River Pavilion. Easy access for customer and great way to up sell.
- Access to emails of customers that enter the Margaret River Wine competition (est. 3,000 email addresses) – GFWS to work closely with MRWA to pre-promote to maximise data acquisition. Signage will also heavily promote the competition in the VIP Lounge (see later slide for more details).

VIP Lounge

- Your wines available in the VIP Lounge (600+ people per show)
- Access to email addresses of the VIP Lounge attendees
- Participate in mini seated tasting within the VIP lounge. Showcase rare/back vintages/new releases to an engaged affluent consumer.

RIEDEL Drinks Lab Masterclasses

- Your wines including in Nick Ryan's masterclasses at the Riedel Drinks Lab

Marketing & Communications

- Your winery featured on the VIP Lounge page of GFWS website (144K + monthly page views)
- Your winery feature in a Margaret River VIP eDM sent each show.
- Your winery featured in minimum of 1 social media post (approx. 4-5K impressions)
- Opportunity for a MR social media competition in 2023 – competitions on GFWS attract 9,000 + impressions; to be run pre or post shows (1 per year).

VIP INCLUSIONS

VIP Signage - individual: Good Food & Wine will organise individual winery signage to ensure the pavilion stands out and each winery within the pavilion will have their own branding/imagery displayed.

VIP Menu Listing: Will have consistent menu designs to unite the Margaret River Region and the individual wineries showcasing the best of the best for our VIP customers.

Product display: and Menus GFWS will have menus throughout the lounge with QR codes to a dedicated tasting notes webpage and suggested food matching. Highly visible double door fridges behind the bar will make for an attractive product display in the lounge.

Seated Wine Tasting: Seated Tastings to enhance the tasting experience that will cover the MRWR's history and philosophy, introduce customers to the biodynamic practices, and tell you more about the beautiful sub-region of Margaret River.



<div>Behind the Bar</div> <div>SPARKLING Howard Park NV Pinot Noir</div> <div>WHITE Beeby Road Dry Malbec, Margaret River, Australia, 2019</div> <div>ROSE Lenton Brae Rose, 2022</div> <div>RED Stuart's Shiraz, 2019</div>	<div>Beer</div> <div>DRINKS Margaret River Natural Mineral Water</div>	<div>Kitchen</div> <div>LIGHT LUNCH</div>
<div>Sign 4A Menu</div> <div>Size (mm) 2000w x 1200h</div> <div>Qty 1</div> <div>Process Digital print</div> <div>Substrate 3mm Simona</div> <div>Exceptions</div>	<div>NEW</div> <div>2</div>	<div>Sign 4B Menu</div> <div>Size (mm) 1000w x 1200h</div> <div>Qty 1</div> <div>Process Digital print</div> <div>Substrate 3mm Simona</div> <div>Exceptions</div>

Good Food & Wine will organise further winery signage to ensure the pavilion stands out and each winery within the pavilion has the opportunity to display their own branding/imagery.

Sign 1 will feature:

- High res winery image
- Winery logo

GFWS team will work with you to ensure the best design for this signage and ensure each winery's brand is represented properly.

Sign 2:

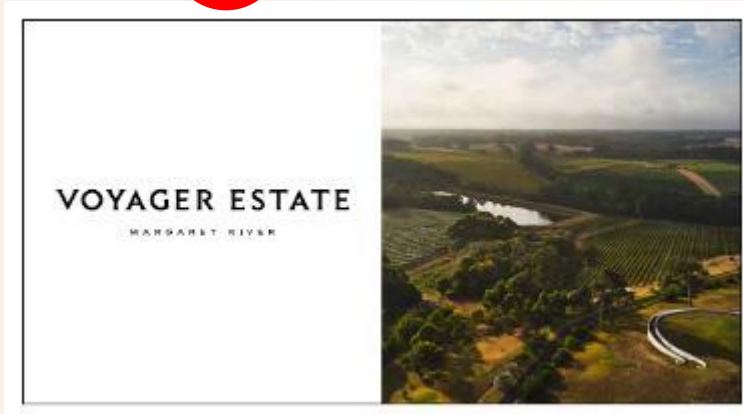
Will have consistent design to unite the pavilions wineries and the individual wineries name.

Counter:

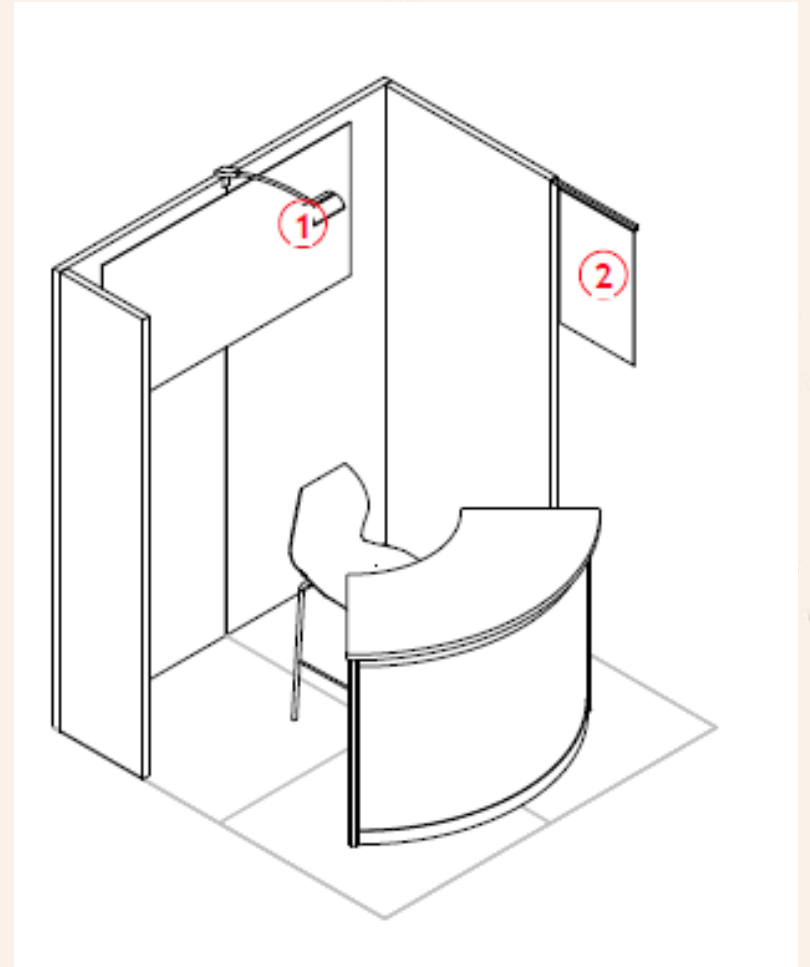
GFWS will provide well designed and attractive counters for the pavilion; that are also practical for additional storage and easy to serve customers from.

PAVILION DETAILS

1



2



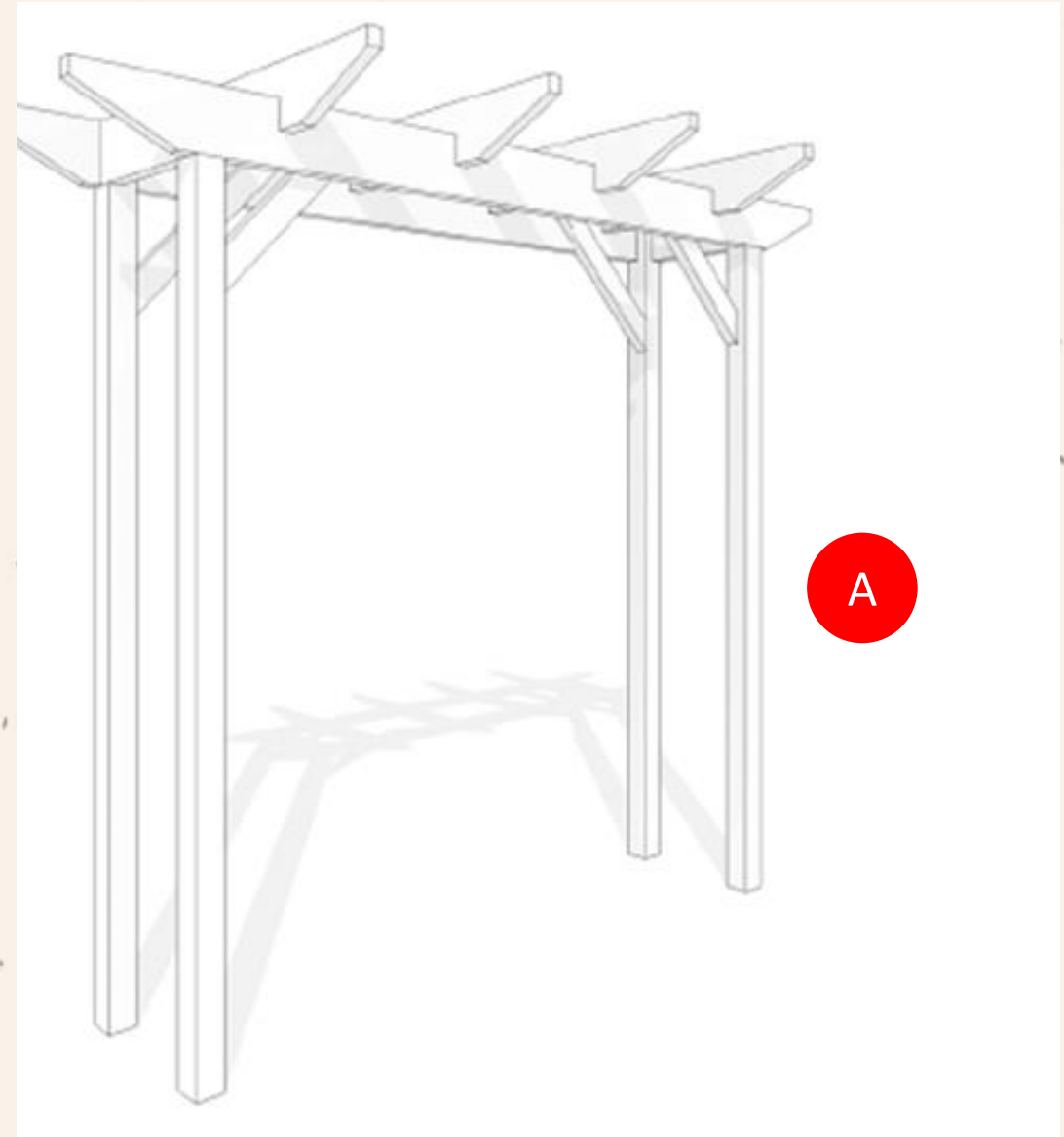
Counter in white – may differ from picture but will be similar.



PAVILION ARCHWAY

To ensure the Margaret River pavilion stands out as a show feature and to make the visitor feel that they are entering 'the region' a bespoke archway with signage will provide the entry point to the pavilion and be located so as to be highly visible from various other areas of the show.

The archway is distinct from the other regional pavilions at the show. The arch structure pictured in drawing A with additional signage added to make it stand out and give visitors a real sense of entering the feature.



COMPETITION DATA ACQUISITION



- Good Food & Wine Show to work with MRWA to help maximise data acquisition via an at show competition.
- MRWA to provide the prize – something striking and seen as valuable.
- GFWS to help MRWA promote the competition at their stand AND in the VIP Lounge with signage and briefing all staff in the VIP Lounge.
- Table talker signage promoting the competition in the RIEDEL Drinks Lab (relevant sessions); Nick will be provide briefing notes to further spruik the competition and encourage sign ups.
- GFWS to work with MRWA on best mechanism for capturing data – be it a digital LUP scanner or webpage form accessed via QR code.
- Competition to be promoted in eDM to VIP ticket holders plus opportunity to include in post show partner offers eDM 'last chance to enter.'
- Competition added to all pdf tickets for additional coverage and driving further traffic to the pavilion to enter also.



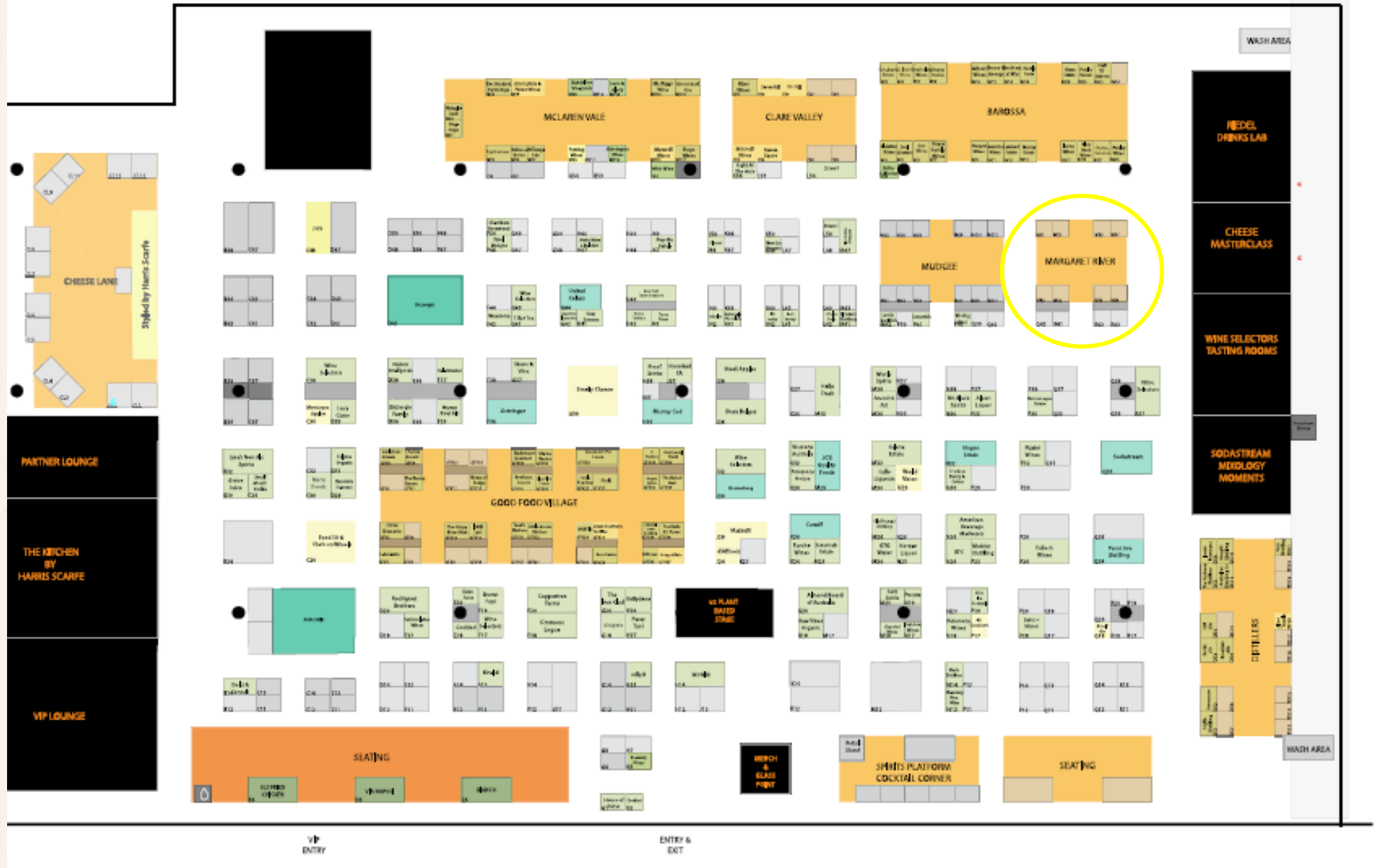
MR PAVILION LOCATION

MELBOURNE 2023

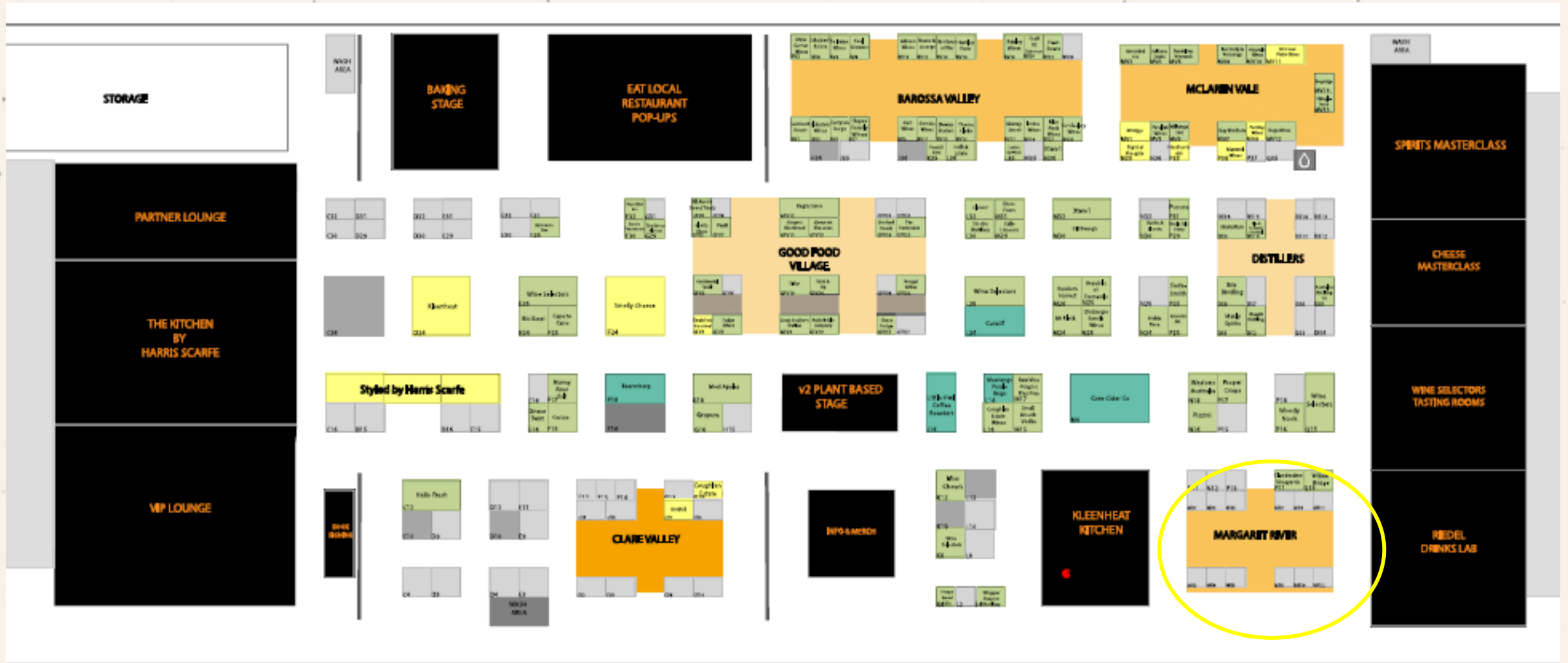
In each show the MR pavilion has been given a great location – ensuring maximum visibility, foot fall and proximity to relevant features or other regional pavilions. The following slides show the MR pavilion location in each state for the 2023 GFWS.



SYDNEY 2023



PERTH 2023



MR PAVILION LOCATION

BRISBANE 2023





TESTIMONIALS

FROM PREVIOUS MR PARTICIPANTS

GFWS Melbourne 2022

"Great representation of the region. Loved our location. Jetstar should have been paying us to promote them all weekend! The ASW competition was a good drawcard and talking point. Margaret River VIP sponsoring is a great alignment, with the premium offering matching our regions premium wines! The signage was schmick and it drew many customers to our stall. On a separate note to working the actual event, it's such a fantastic opportunity to spend time and get to know other MR winery teams."

- **Maddy Plummer, Clairault Streicker**

GFWS Brisbane 2022

"We participated in the Good Food and Wine Show in both Melbourne and Brisbane in 2022 as our first face to face events with east coast customers in nearly three years. It was great to meet and talk directly to them again and remind them about our beautiful region. Many guests were familiar with the region and were delighted to see us, they were engaged and reasonably knowledgeable. Sales were quite strong and the opportunity to taste through some of our newer wines and receive immediate feedback was valuable. Having the regional presence in the VIP rooms also drove a lot of visitors to the stand."

- **Fiona Finlay, Voyager Estate**

INVESTMENT

The cost for participation in one, two or three shows is \$1,650 + GST per show plus 8 dozen bottles of wine for the Margaret River VIP lounge.

The cost for all 4 shows is \$6,000 + GST plus 32 dozen bottles of wine for the Margaret River Wine VIP Lounge.

Wineries that commit to 3 or more shows will receive an additional dedicated social post (GFWS will work with winery on timing of this) plus preferential stall positioning in the pavilion.

This investment will include full partnership inclusions detailed on the previous slides



QUESTIONS?

Contact:
Elinor Birch
Event & Partnership Manager
Elinor.birch@talk2.media