



## Festival Naming Rights \$65,000

The Presenting Partnership package elevates your positioning on the festival program as a true leader in the customer experience space. Prominent program positioning, high visibility branding and private networking gives you access to the audience beyond any other sponsor involvement.

### Data

- Data share on Attendee Profile – *subject to compliance with privacy legislation*
- Exhibitor contact list

### Exposure Prior to the Festival

- Logo on the Festival home page and sponsors page
- Logo on 20K Promotional Flyers + 1K Posters
- Inclusion in Event Press Release
- Dedicated Press Announcement
- Dedicated Social Media mentions (6)
- Dedicated E-Blasts (6)
- Listed as Naming Rights Sponsor in all materials

### Exposure During the Festival

- On-Site Logo Placement
- Complimentary Marquee at Festival
- Industry Exclusivity
- Prominent placement of Ad in Program
- Prominent Main Stage Branding
- Acknowledged as Presenting Sponsor at Industry / Trade day
- Multiple co-ordinated and customised promotional opportunities
- Cross Promotion on Main Stage with Celebrity Chefs
- 12 attendees to the Long Lunch, Berry
- 25 attendees to the VIP Lounge & Festival Village, Berry Showgrounds
- 12 Passes to experience the Aerial Panoramic Experience, Berry Showgrounds



## Main Stage Sponsor \$25,000 (Naming Rights)

The Main Stage Sponsor package delivers you to the heart of the festival and into the minds of the attendees. Central to the Festival Village the Main Stage plays host to Celebrity Chefs, Culinary Theatre, Food & Wine Masterclasses and Music for the entirety of the event.

### Data

- Data share on Attendee Profile – *subject to compliance with privacy legislation*
- Exhibitor contact list

### Exposure Prior to the Festival

- Listed as Main Stage Sponsor in all materials
- Logo on the Festival home page and sponsors page
- Logo on 20K Promotional Flyers + 1K Posters
- Inclusion in Event Press Release
- Dedicated Press Announcement
- Dedicated Social Media mention
- Dedicated E-Blast

### Exposure During the Festival

- Naming Rights of the Main Stage
- Acknowledged as Main Stage Sponsor at Industry / Trade day
- On-Site Logo Placement
- Complimentary Marquee at Festival
- Prominent placement of Ad in Program
- Multiple co-ordinated and customised promotional opportunities
- Cross Promotion on Main Stage with Celebrity Chefs
- 12 attendees to the Long Lunch, Berry
- 25 attendees to the VIP Lounge & Festival Village, Berry Showgrounds
- 12 Passes to experience the Aerial Panoramic Experience, Berry Showgrounds



## VIP Lounge Sponsor / Cash or Trade \$20,000 (Naming Rights)

Be the face behind the South Coast Food & Wine most coveted area— our VIP lounge. Bring your content, or just your name. Sponsorship available as cash, trade, or a combination of both. Our Event Experience team can assist you to bring your sponsorship to life.

### Data

- Data share on Attendee Profile – *subject to compliance with privacy legislation*
- Exhibitor contact list

### Exposure Prior to the Festival

- Listed as VIP Lounge Sponsor in all materials
- Logo on the Festival home page and sponsors page
- Logo on 20K Promotional Flyers + 1K Posters
- Inclusion in Event Press Release
- Dedicated Press Announcement
- Dedicated Social Media mention
- Dedicated E-Blast

### Exposure During the Festival

- Naming Rights of the VIP Lounge
- Acknowledged as VIP Lounge Sponsor at Industry / Trade day
- On-Site Logo Placement
- Complimentary Marquee within the VIP area
- Prominent placement of Ad in Program
- Multiple co-ordinated and customised promotional opportunities
- Cross Promotion on Main Stage with Celebrity Chefs
- 25 attendees to the VIP Lounge & Festival Village, Berry Showgrounds
- 20 Passes to experience the Aerial Panoramic Experience, Berry Showgrounds



## Long Lunch, Berry Sponsor \$15,000 (Naming Rights)

The Long Lunch, Berry is a Premier Sponsor Event of the Festival by linking sponsors to a VIP and Corporate clientele. With high calibre local restaurants partnering with local wineries the exposure and excitement generated will provide a unique positioning opportunity.

### Data

- Data share on Attendee Profile – *subject to compliance with privacy legislation*
- Exhibitor contact list

### Exposure Prior to the Festival

- Listed as Long Table Naming Rights Sponsor in all materials
- Logo on the Festival home page and sponsors page
- Logo on 20K Promotional Flyers + 1K Posters
- Inclusion in Event Press Release
- Dedicated Press Announcement
- Dedicated Social Media mention
- Dedicated E-Blast

### Exposure During the Festival

- Naming Rights of the Long Table Lunch, Berry
- Acknowledged as Long Table Lunch Sponsor at Industry / Trade day
- On-Site Logo Placement
- Complimentary Marquee at Festival
- Prominent placement of Ad in Program
- Multiple co-ordinated and customised promotional opportunities
- 12 attendees to the Long Lunch, Berry
- 12 attendees to the VIP Lounge & Festival Village, Berry Showgrounds
- 12 Passes to experience the Aerial Panoramic Experience, Berry Showgrounds



## Associate Partner / Cash or Trade \$5,000

With the Festival set to become the Flagship Food & Wine Event for Southern NSW, the opportunity to secure a Corporate Association is an investment into supporting local producers, a high-quality networking event and the opportunity to show your clients / staff an incredible weekend for good food and wine... plus it will be lots of fun!

### Data

- Data share on Attendee Profile – *subject to compliance with privacy legislation*
- Exhibitor contact list

### Exposure Prior to the Festival

- Logo on the Festival sponsors page
- Inclusion in Event Press Release
- Dedicated Social Media mention
- Thank you mention in E-Blast

### Exposure During the Festival

- On-Site Logo Placement
- Placement of Ad in Program
- 10 attendees to the VIP Lounge & Festival Village, Berry Showgrounds
- 10 Passes to experience the Aerial Panoramic Experience, Berry Showgrounds

## Support Partner / Cash \$2,500

Supporting the local industry and its' producers... Sounds like a great idea. By partnering with South Coast Food & Wine Festival your business will be associated with high quality successful businesses... and you can bring some of your clients or staff to enjoy the event too!

### Data

- Data share on Attendee Profile – *subject to compliance with privacy legislation*
- Exhibitor contact list

### Exposure Prior to the Festival

- Logo on the Festival sponsors page
- Inclusion in Event Press Release
- Dedicated Social Media mention
- Thank you mention in E-Blast

### Exposure During the Festival

- On-Site Logo Placement
- Placement of Ad in Program
- 6 attendees to the VIP Lounge & Festival Village, Berry Showground