

AUSTRALIAN SOCIETY
OF VITICULTURE AND
OENOLOGY



EVENT SPONSORSHIP PROSPECTUS



Celebrating 40 Years

Hi

This year is not like any other year, and this industry is not like any other industry. The wine industry across Australia consistently stands tall as one of the strongest industries, one of the top employers, and a training ground for so many to build careers and thrive. It is a tight knit community of friends and colleagues who support one another, and who continue to push forward through the most challenging year they've ever encountered.

As we all seek some semblance of the normal we know, ASVO is pushing forward with virtual events because we recognize that it is even more important today to take moments to honour and acknowledge those who have worked so hard to build our wine industry.

An awards ceremony generates exposure for you and your clients in a number of ways, coverage through industry publications, direct contact with influencers, increased brand awareness, and the networking opportunities at the event itself. It also creates word of mouth buzz as those nominated and receiving awards will naturally want to share through their own channels. It spreads the message organically and naturally, giving your clients and sponsors widespread coverage.

We need your support, this year more than ever, to shine light on the creativity and ingenuity, and give the 2020 Award finalists their opportunity to be recognized for their immense talents. We all know that it is not possible to host the ASVO event this year in the same way that we have in the past. But we do know that the members and companies who are the backbone of the wine community, can be honoured in many different and new ways showcasing them and giving them visibility in front of engaged audiences. The 2020 Sponsorship package have been priced to account for a virtual event this provides a unique opportunity to invest in industry marketing that spans several months.

This year, we will host the Awards as a virtual experience that will air on web and YouTube platforms. This professionally-produced special event will include live emcees announcing the awards, talking to winners on air, and showcasing the incredible finalists as we tell their stories across many platforms, in addition to a wide variety of programming in which our sponsors and partners can be engaged in both before and after the Awards

We appreciate your consideration of the new sponsorship opportunities outlined below. Please let us know what best fits your needs as a sponsor. We look forward to your quick response as we are working on a shorter-than-usual deadline to understand who is able to support our efforts and the industry through this dynamic program.

Thank you!



Brooke Howell
President

ABOUT THE ASVO

The Australian Society of Viticulture and Oenology (ASVO) is a not for profit, non-political organisation serving the interests of winemakers and viticulturists. through multiple mediums to advance the knowledge and skills of its members. It supports high level education, teaching, research and professional development in the fields of viticulture and oenology. The ASVO Awards for Excellence is nationally regarded as a well-established and highly esteemed recognition program.

ASVO AWARDS FOR EXCELLENCE

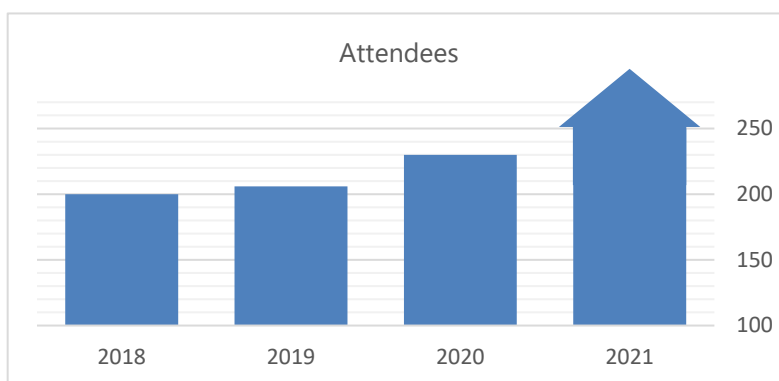
This year is a milestone year for the Society. We celebrate 40 years of promoting the dissemination of scientific, technical and practical information.

Be part of the prestigious awards when you attend the dinner; a national showcase of industry achievements, offering a unique opportunity to celebrate and support Australia's unsung and hardworking heroes.

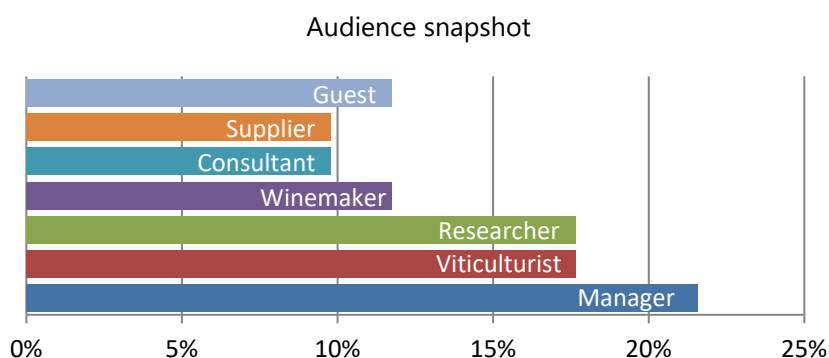
These people work tirelessly in this tough, yet exciting industry and this event gives the ASVO the opportunity to recognize and reward them in front of their peers and industry leaders

EVENT AUDIENCE

ASVO seminars and other events are attended by CEO's and key decision makers from member organisations. Industry leaders also participate as keynote speakers and panelists. Sponsoring ASVO events offers a unique and cost-effective opportunity to interact with potential clients and enhance your organisations profile within the wine industry.



As a sponsor, you will have your organisation highlighted in front of a highly respected audience, including some of the most influential professionals and decision-makers in the wine industry.



SOCIAL MEDIA

9,649+

Impressions

1,102

Followers

90,000+

social media
engagements on
Facebook &
Twitter

285,000+

event keyword
impressions on
social media

200+

media professionals
attended,
representing global
media outlets

2020 SPONSORSHIPS PACKAGES

Platinum sponsor (Three available)

\$950

- **Company spotlight** a short promotional video played ahead of the content.
- **Acknowledged** on ASVO website banner **for 12 months**
- **Social Media presence** on Twitter and other social platforms with ASVO approved tweets and Facebook posts
- **Official photograph** with the award recipients
- **Logo featured on all event marketing material**, including promotional emails.
- **Post-event** available on-demand, includes short promotional video

Gold sponsor (Ten available)

\$500

- **Sponsor placements** at the beginning of the event video, coupled with a script provided by the sponsor
- **Acknowledged** on ASVO website banner **for 6 months**
- **Logo featured** on all event marketing material, including promotional emails.

Post-event available on-demand sponsor placements at the beginning of the event video

	Platinum	Gold
Sponsorships available	3	10
Acknowledged on ASVO website banner	12 months	6 months
Company spotlight address audience	yes	
Social Media campaign posts	4	2
Official photograph with the award recipients	yes	
Logo featured on all event marketing material	yes	yes
On screen display of sponsor logo	yes	yes
Logo to appear on dedicated Sponsor page	yes	yes

Agreement

Company name:

Contact:

Mobile:

Email:

Platinum ☐ Gold ☐

Signed:..... Date

1. Full payment is required when application is accepted.
2. In the event that the dinner is cancelled or rescheduled due to COVID 19 restrictions or through no fault of the ASVO, the venue or the secretariat then the sponsor shall be entitled to a refund.
3. Inclusion of corporate logos or recognition in printed material is subject to meeting publication deadlines

