PROPOSAL OUTLINE

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ABOUT NZ YOUNG WINEMAKER

The NZ Young Winemaker Competition is an annual New Zealand Winegrower event designed to stimulate and excite the next generation of winemakers in the NZ. Our vision is to have every eligible, under 30 year old wine industry professional to compete for the ultimate prize, New Zealand Young Winemaker of the Year.

Following the success from 2016, the competition this year will undergo some changes that will benefit sponsorship, contestants and the longevity of the competition.
COMPETITION OBJECTIVES

- Identify and celebrate the Young Winemaking talent in New Zealand’s wine regions
- Competitors and winners to gain exposure and recognition within the industry, as well as networking
- Encouraging the greater wine industry to come together to create a succession plan for the next generation of winemakers within New Zealand
- Give future generations a reason to stay within the industry and instill passion for making wine in New Zealand
WHY BECOME A SPONSOR?

Profiling your business to current and potential clients (regionally and nationally)
Building and strengthening brand loyalty
Brand exposure and awareness to a targetted audience
Association with Wine Marlborough, New Zealand
Winegrowers and other like-minded sponsors
Participation in local and wider communities
Help educate and mentor the future winemaking generation about the strengths for your business / product
Two competitions, South and North Island on separate dates. Applicants will join the closest competition location. Finalists will then be chosen to compete at the national final.

Final competition to be held in Auckland (location TBC) with four contestants from around the country competing for the prize and title.

New concept for 2017, involving Cuisine Magazine as the official media partner to broaden the awareness and give greater profile to the contestants and winners to Cuisine readers nationally (target audience for Young Winemaker, circulation 300,000)
PRIZES

Winning the title of New Zealand Young Winemaker comes with a huge amount of prestige and will continue to open doors after the competition is complete. Prize pool is below for the national winner;

- Title of 2017 New Zealand Young Winemaker of the Year
- Profile in one of New Zealand’s leading lifestyle magazine read by 300,000
- Training grant provided to winner to use for a NZ wine industry programme*
- Travel grant provided to winner for industry related trip*
- Wine allowance given to progress knowledge and tasting program*
- Full registration and travel allowance provided for winner to attend 2018 Bragato Conference*

*terms and conditions apply to these which will be outlined by Wine Marlborough
“I HAVE AN ENORMOUS AMOUNT OF GRATITUDE TO THE ORGANISERS, AS WELL AS EXISTING AND FUTURE SPONSORS. I BELIEVE THIS COMPETITION IS CRUCIAL TO THE DEVELOPMENT OF FUTURE GENERATIONS OF WINEMAKING TALENT COMING THROUGH. ALL THEIR GENEROUS SUPPORT MAKES THIS ALL POSSIBLE.”

Jordan Hogg, 2016 NZ Young Winemaker of the Year, Winemaker Seresin Estate
NAMING SPONSOR

- Naming rights of the Regional and National event for one year
- Logo at the forefront of all advertising and promotional material and event collateral
- Opportunity for branded banners and signage to be present at Regional and National events (in consultation with Event Organisers)
- Active promotion through suitable social media channels
- Mentions in all press releases promoting National and Regional events – at the discretion of each publication
- Speaking rights and short presentation to the Regional and National dinner audience
- Participation and involvement in the design of some of the elements of the competition (where there is alignment and in consultation with Event Organisers)
- Opportunity for involvement in hosting the winner at a company presentation, team building or for marketing purposes (where there is no conflict etc and in consultation with Event Organisers)
- Company profile on an electronic newsletter to each Regional competitions’ database
- Networking opportunities with other high profile sponsors and potential clients
- Opportunity to be aligned with a recognised event sanctioned by New Zealand Winegrowers
- 5 tickets to attend national final awards dinner held in Auckland
- 5 tickets to attend regional final awards dinner
- Opportunity to purchase additional tickets with a 10% discount
GOLD - NATIONAL SPONSOR

- Company logo on all material
- Opportunities for branded signage on display
- Core flute signage at regional event competitions
- Active promotion through suitable social media channels
- Mentions in press releases promotion comp
- Brand mention at national consumer dinner
- 2 x tickets to attend National awards dinner
- Potentially involved in question design and judging

SILVER - REGIONAL SPONSOR

- Core flute signage at regional event competitions
- Regional branding and awareness
- Involvement in regional community events
- 2 x tickets to attend the regional awards ceremony
- Opportunity to purchase discounted tickets to national awards dinner
3 JULY - MARLBOROUGH
10 JULY - HAWKE'S BAY

18 AUGUST
HAWKE'S BAY

20 SEPTEMBER
AUCKLAND

CONTESTANT INFORMATION NIGHT
APPLICATIONS CLOSE
NORTH ISLAND COMPETITION
SOUTH ISLAND COMPETITION
NATIONAL FINAL

1 AUGUST NATIONALLY
25 AUGUST MARLBOROUGH
THANK YOU

NEXT STEPS

- Signal of interest (contact below)
- Level of sponsorship determined
- Sponsorship agreement forwarded
- Sign and return sponsorship agreement

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