

UNWINED SUBIACO

WA's Premium Wine & Food Festival



26 – 27 October 2019

Market Square Park, Roberts Road, Subiaco

Now with expanded program into Subiaco from Monday 21 October!

WA's Premium Wine & Food Festival

Enjoy the best of WA's wine, craft beer, cider and spirits in a festival to celebrate our unique and boutique beverages. With 70+ companies from regions across our extraordinary state, you can explore the incredible tastes you may not normally have access to, all in one place!

You can experience over 45 wineries and 300 wines, buy wine by the glass to enjoy on the picnic lawn or order your favourites to top up your cellar. It's always important to support the locals by buying a couple!

Throughout the day you can listen to live music, sit in on a wine & food pairing session or wine appreciation class and buy some delicious tapas from Perth's best foodies and Subiaco restaurants.

Or for something 'extra' you can upgrade and indulge yourself in the Club Lounge! It's an exciting and exclusive retreat with wine and food included.

No matter what you do, it's a great day out with friends and family where you can discover new and unusual wines, taste great food and enjoy indi tunes in the heart of Subiaco!





Festival Activations

THE CLUB LOUNGE

The Club Lounge is an exciting and exclusive lounge retreat at UnWined for visitors wanting that bit 'extra'!

It is located on the top terrace of the event overlooking the main wine and food festival. With under cover and garden courtyard seating available, it hosts up to 120 guests each day.

Guests are free to explore the event experiencing the incredible line up of wineries, breweries, distilleries and foodies on offer, with the Club Lounge always available as a retreat to catch up with friends.

The Club Lounge Ticket includes entry, access to the Club Lounge with under cover and garden courtyard, premium Plumm wine glass, complimentary wine from the Club Lounge Bar, catering during the afternoon, private toilets, plus the normal event complimentary wine tasting, complimentary wine locker and live music.

WINE THEATRE

The Wine Theatre is home to the wine & food pairing sessions and the wine appreciation class each day.

12.30pm - White Wine & Food Pairing

2pm - Wine Appreciation Class

3.30pm - Red Wine & Food Pairing

Wine & Food Pairing Session

Each session includes 2 tapas style dishes prepared by a local chef and matched with two wines each so you can compare and contrast! Hear from Blair Hill and Maria Murphy from Wine Education about the amazing wines and how they match the delicious food! Cost - \$20

Wine Appreciation Class

The Wine Appreciation Class includes tastings and chats on four wines from exhibitors at the show. Blair Hill and Maria Murphy from Wine Education will go through what makes the wine special and then point you in the right direction to buy a bottle if you like it! Cost - \$10

Each session hosts up to 45 visitors.





MUSIC GAZEBO

Drink wine, eat great food and chill to live music from the Music Gazebo in the middle of the event, from popular Perth indi artists. Stay tuned for artists!

11.30am - 2.30pm each day

2.30pm - 5.30pm each day

PLUMM GLASS

Plumm glasses improves the taste of wine and enhances the wine tasting experience with its thin glass and long body to release the flavours of the wine. It's a special glass for wine lovers!

DOOR PRIZE

Each visitor is given a coupon on arrival to be filled in, put in the competition barrel at the event to go in the draw to win the door prize! This can vary from an wine and food experience to cases of wine to event tickets.

New Extended Festival Program!

CULINARY SERIES

Raising the focus on wine, producers, food and the festival, a new program has been launched providing opportunities for the businesses of Subiaco and companies participating in the festival to join together and create a unique week of culinary experiences.

Sponsors, venues, wineries and producers are invited to take part in the Culinary Series which will create a focus on Western Australian produce in a series of dinners, functions and tastings commencing on the Monday prior and continuing through to the weekend.

People will be able to enjoy the journey of the wine regions of the state, understanding some of their signature wines while pairing the experience with WA produce.





Culinary Series Program

Starters

Monday 21 October, 6.00pm – 9.00pm

Launch Party. An eight course cocktail degustation.

Immersion

Great Southern Wine & Food Pairing

Tuesday 22 October, 6.00pm – 9.00pm

Four courses matching regional produce with wines Riesling, Chardonnay, Pinot Noir and Shiraz.

Discovery

Geographe Wine & Food Pairing

Wednesday 23 October, 6.00pm – 9.00pm

Four courses matching regional produce with wines Arneis, Rose, Zinfandel and Tempranillo.

Evolution – See Subiaco Luncheon

Thursday 24 October, 12.00pm – 3.00pm

The changing culinary face of Subiaco

Celebration

Margaret River Wine & Food Pairing

Thursday 24 October, 6.00pm – 9.00pm

Four courses matching regional produce with wines Sauvignon Blanc, Chardonnay, Shiraz and Cabernet Sauvignon.

Naturally

UnWined Subiaco Long Lunch

Friday 25 October, 12.00pm – 3.00pm

Enjoy an indulgent afternoon of dining while enjoying Western Australian natural wines.

Stylish

Swan Valley Wine & Food Pairing

Friday 25 October, 6.00pm – 9.00pm

Four courses matching regional produce with wines Verdhello, Chenin Blanc, Shiraz and Muscat.

Making Time in Subi!

Saturday 26 October, 9.00am – 11.30am

Choose your favourite place to eat to enjoy an UnWined Brunch in Subiaco at a range of local venues.





UnWined Subiaco Day 1

Saturday 26 October, 11.30am – 5.30pm Wine tasting, craft beer, ciders, spirits and food along with live music, food and wine pairing sessions, VIP Lounge on the picnic lawn at Market Square Park.

UnWined Subiaco Day 2

Sunday 27 October, 11.30am – 5.30pm Wine tasting, craft beer, ciders, spirits and food along with live music, food and wine pairing sessions, VIP Lounge on the picnic lawn at Market Square Park.

Wined Down

Sunday 27 October, 6.00pm – 9.00pm
Official Wrap Party where you can enjoy a drink with friends to finish the week in style.

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 Subiaco. 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, enewletters, 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 - 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 160,000 people annually.

Broad Media

Broad media varies with mainly online and magazine options taken up. More success is building through the online and social media platforms.

Social Media

- 20,000 followers on social media
- Facebook statistics reveal that around 45% of visitors attend through Facebook interaction.
- A social media agency is used to manage and monitor Facebook advertising.
- Bloggers are engaged to assist in the lead up to events.

@WineandFoodWA #WineandFoodWA
#UnWinedSubiaco #SeeSubiaco

Marketing cont.

EDM / Subscribers

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

Over 14,000 people are currently subscribed.

Online

A range of online marketers and calendars are also engaged including Scoop and Experience Perth.





Demographics

An average attendance of 4,000 people attend over the two day event. (60% on Saturday and 40% on Sunday).

Visitor Age	18 – 24	10%	Where they live	Central Perth 6000 – 6009	16%
	25 – 40	44%		North Corridor 6010 – 6050	28%
	41 – 54	33%		NE Metro 6051 – 6100	22%
	55+	14%		SE Metro 6101 – 6150	5%
				South Corridor 6151 – 6200	20%
				Country WA	7%
				Visitors to the state	2%

Wine Purchase Habits (Multiple response)	From Liquor Stores	84%
	Online	37%
	Cellar Door	50%
	At Events	42%

How they heard (Multiple response)	Facebook	46%	Instagram	8%
	Email	11%	Online Media	10%
	Scoop	4%	So Perth	4%
	Website	7%	Humanitix	1%
	Signage	2%	Radio	4%
	Newspaper	4%	Word of Mouth	47%

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. Activation of sponsorships on site is encouraged to help drive your message home.

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

Vintage Sponsor - \$10,000

Culinary Series Sponsor - \$10,000

Souvenir Glass Sponsor - \$10,000

Club Lounge Sponsor - \$5,000

Wine Theatre Sponsor - \$5,000

Music Gazebo- \$4,000

Support Sponsor – by negotiation

We can tailor packages to meet company objectives.



Event Presentation Sponsor

The event presentation sponsor assumes exclusive top tier recognition being "UnWined Subiaco presented by Company" with the following range of privileges:

Branding & Marketing

- Logo on the website event pages
- Logo on the event EDM's
- Logo on welcome signage
- Name inclusion with all references to the event in both advertising and communications channels
- In general, branding across all visual media

Promotions

- Stand for optional use at event
- Banner on EDM's (minimum eight to be sent)
- An offer/promotion in one EDM
- Promotional release on website blog page
- Two promotional posts across social media
- Ticket give-away through own social media
- Banners provided by sponsor placed at the event

Hospitality

- Invitation for 6 guests to the Club Lounge.
- 20 event passes for use for staff or clients.



Vintage Sponsor

The vintage sponsor assumes second tier recognition with the following range of privileges:

Branding & Marketing

- Logo on the website event pages
- Logo on the event EDM's
- Logo on welcome signage
- In general, branding across all visual media

Promotions

- Banner on EDM's (minimum eight to be sent)
- An offer/promotion in one EDM
- Two promotional posts across social media
- Ticket give-away through own social media
- Banners provided by sponsor placed at the event

Hospitality

- Invitation for 2 guests to the Club Lounge.
- 10 event passes for use for staff or clients.



Culinary Series Sponsor

The program series sponsor assumes second tier recognition being "UnWined Subiaco Culinary Series presented by Company" with the following range of privileges:

Branding & Marketing

- Branding Logo on the website event pages
- Logo on the event EDM's
- Logo on welcome signage
- In general, branding across all visual media

Promotions

- Banner on EDM's (minimum eight to be sent)
- An offer/promotion in one EDM
- Two promotional posts across social media
- Ticket give-away through own social media
- Banners provided by sponsor placed at the events

Hospitality

- Invitation for 2 guests to each Culinary Series event
- Invitation for 2 guests to the Festival Club Lounge
- 10 event passes for use for staff or clients to the Festival



Souvenir Glass Sponsor

The glass sponsor takes advantage of their branding on each glass provide to visitors with the following range of privileges:

Branding & Marketing

- Logo on the website event pages
- Logo on the event EDM's
- Logo on welcome signage

Promotions

- Logo co-branding on glasses (4,000 expected visitors)
- An promotion in one EDM
- Promotional release on website blog page
- One promotional posts across social media platforms
- Ticket give-away through own social media

Hospitality

- 20 event passes



Club Lounge Sponsor

Companies can take advantage of the event's premium corporate hospitality and higher socio demographic by taking on sponsorship of the Club Lounge. Here is what can be expected:

Branding & Marketing

- Naming rights to the "... Club Lounge".
- Name inclusion with all references to the Club Lounge in both advertising and communications channels.
- Logo inclusion on the website with hyperlink.

Promotions

- Display space for company promotion within Club Lounge area or as mutually agreed.
- On site signage for the Club Lounge.
- Sponsor banners (two provided by sponsor) can be placed within the event.
- One social media post.
- Club Lounge banner on EDM (minimum of 8).

Hospitality

- Invitations for six guests on each day of the event.



Wine Theatre Sponsor

Companies can take advantage of the event's wine theatre profile. Here is what can be expected:

Branding & Marketing

- Naming rights to the "... Wine & Food Theatre".
- Name inclusion with all references to the Wine Theatre in both advertising and communications channels.
- Logo inclusion on the website with hyperlink.

Promotions

- On site signage for the Wine Theatre.
- Sponsor banners (two provided by sponsor) can be placed within the event.
- Banner in one EDM
- One promotional posts across social media platforms

Hospitality

- 8 Theatre passes for use for staff or clients.
- 8 event passes for use for staff or clients.



Music Gazebo Sponsor

The glass sponsor takes advantage of their branding on each glass provide to visitors with the following range of privileges:

Branding & Marketing

- Logo on the website event pages
- Logo on the event EDM's
- On site signage for the Entertainment Stage

Promotions

- An promotion in one EDM
- One promotional posts across social media platforms
- Ticket give-away through own social media

Hospitality

- 10 event passes



Support Sponsors

Sponsors can work with the event managers to develop a strategic involvement through a number of options available with the event in return for support. This may be in the form of wine, produce, glasses, media, talent and other activations.

Benefits may include but are not limited to:

- Hospitality tickets
- Signage
- Banner adverts on website
- Banner adverts on event EDM's
- Social Media posts
- Wine Locker naming rights (bottle cloaking area)
- Branding on bottle bags
- Naming rights of activation



Contact us today!

**UnWined Subiaco is part of the Wine and Food Events WA series
presented by CMS Events**

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Thank you!