



HUNTER VALLEY

WINE AND TOURISM ASSOCIATION

**CORPORATE PARTNER
PROSPECTUS**

WELCOME

The Hunter Valley Wine and Tourism Association (HVWTA) is a not-for-profit, membership-based wine and tourism organisation, with a mission to ensure the Hunter Valley is the most visited wine and tourism destination in Australia and that our wines are recognised and valued, domestically and internationally.

Our region attracts close to 2 million overnight, domestic and international visitors annually, contributing to the Hunter Valley visitor economy currently worth \$641 million. The HVWTA and the Hunter Valley Visitor Information Centre (VIC), managed by Cessnock City Council, are united in their focus to continue to grow our region's economic output, ensuring the region is a viable and sustainable wine and tourism destination.

AS A CORPORATE PARTNER YOU WILL

- Have access to our member and consumer audience.
- Access industry events and networkers with a qualified audience.
- Benefit from promotional opportunities to a qualified audience.
- Be a part of a network of dedicated industry professionals working together to advocate for and promote the Hunter Valley.
- Invest into the long-term sustainability of the Hunter Valley wine and tourism industry.

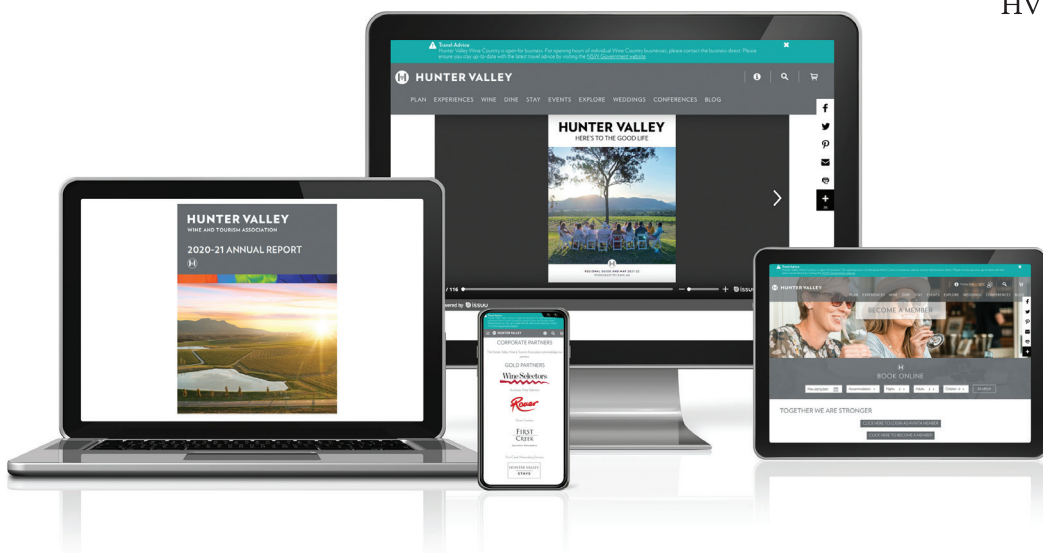
We look forward to discussing Corporate Partnership with you in more detail.



Jennie Curran
CEO
HVWTA



Erin Williams
Business
Development
HVWTA



THE HUNTER VALLEY VISITOR ECONOMY

Wine Country industry includes wine grape viticulture, winemaking and related tourism. As the peak industry body, the HVWTA represents over 299 businesses that make up Wine Country.



*source 2021-2022 HVWTA Membership and Cessnock and Singleton Council, November 2021

CORPORATE PARTNERSHIP INCLUSIONS

BRONZE PARTNERSHIP \$3,000 PER ANNUM		SILVER PARTNERSHIP \$5,000 PER ANNUM	GOLD PARTNERSHIP \$10,000 PER ANNUM	
CORPORATE PARTNER BENEFITS		BRONZE	SILVER	GOLD
STANDARD INCLUSIONS		\$3000	\$5000	\$10,000
	Priority referral for all applicable HVWTA enquiries.	Yes	Yes	Yes
	Recognition as a Corporate Partner in all published HVWTA material including: - Electronic email signature - Member and Consumer Newsletters (logo appears at bottom) - Corporate Partners Page on winecountry.com.au	Yes	Yes	Yes
	Business listing on winecountry.com.au website.	Yes	Yes	Yes
	Recognised as an official partner at relevant industry and consumer events.	Yes	Yes	Yes
	Complimentary use of Visitor Information Centre Meeting Room with AV, WIFI and zoom meeting capabilities.	Yes	Yes	Yes
	Social media inclusion (appropriate to content themes), with 63,000+ followers and a combined reach of 7.7+ mil.	Yes	Yes	Yes
	Shared tourism and wine industry insights, reports and data for the region.	Yes	Yes	Yes
CONNECT WITH OUR MEMBERS	Invitations to exclusive networking events with HVWTA Board and Members including Hunter Valley Legends Awards and Hunter Valley Wine Show Luncheon with 300+ people in attendance at each event.	2 x Tickets	2 x Tickets	4 x Tickets
	Quarterly invitation to Member/ Industry Get Togethers	Quarterly	Quarterly	Quarterly
	Banner advertisement in our monthly eDM to our database of 865+ engaged member subscribers.*	1	2	4
	Personalised solo eDM to our Member database.			Yes
	Opportunity to provide learning and development seminars to a qualified audience.		1 Per Year	1 Per Year
	Opportunity to Sponsor an award presented at the annual Hunter Valley Legends Awards.			Yes
CONNECT WITH OUR CONSUMERS	Banner advertisement in our monthly eDM to our database of 38,000+ engaged consumers.*	1	2	4
	Personalised solo eDM to our Consumer database.			Yes
	Supply of photography and videography assets for inclusions in HVWTA and DNSW asset libraries.	Yes	Yes	Yes
	Advertisement and/ or tile/s in the Hunter Valley Regional Guide (distribution 100,000).			Negotiable
	Advertisement and/ or list on the Hunter Valley map (distribution 120,000).			Negotiable
	Inclusion in relevant blog content where applicable in response to editorial callouts.	Yes	Yes	Yes

* Banner advertisement to be chosen for inclusion in either Member or Consumer Database.



THANK YOU TO OUR CORPORATE PARTNERS

