



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.



Amy Cooper
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

CONNECTING YOU TO OUR INDUSTRY & CONSUMER AUDIENCE

- ✓ HVWTA Corporate Partnership will increase your visibility across our member and consumer facing digital marketing channels via:
 - Social media inclusion (as appropriate to content themes), with 63,000+ with a combined annual reach of 7.7+ million.
 - Advertisement in our monthly newsletter to our database of 29,257+ engaged consumers.
 - Advertisement in our monthly newsletter to our database of 865+ engaged member subscribers.
- ✓ HVWTA Corporate Partnership will support your business through:
 - Complimentary use of the VIC meeting room with AV, Wi-Fi and Zoom meeting capabilities.
 - Shared tourism and wine industry insights, reports and data for the region.
 - Exclusive networking events and training and development opportunities.

* As of November 2021



INCLUDED IN YOUR CORPORATE PARTNERSHIP

We offer different Corporate Partnership tiers and will work with you to create a personalised package ensuring it is of the most value to your business.

Standard inclusions are listed below:

- Priority referral for all applicable HVWTA enquiries.
- Recognition as a Corporate Partner in all published HVWTA material including:
 - Electronic email signature
 - Member and Consumer Newsletters (logo appears at the bottom)
 - Corporate Partners Page on winecountry.com.au
- Business listing on winecountry.com.au website.
- Recognised as an official partner at relevant industry and consumer events.
- One banner advertisement on a/ multiple member or consumer newsletters.
- 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.
- Supply of photography and videography assets for inclusion in HVWTA and DNSW asset libraries.

Bespoke inclusions we can personalise for your business:

- Dedicated newsletter to our consumer or member database.
- Advertisement and/or tile/s in Hunter Valley Regional Guide (distribution 100,000).
- Advertisement and/or list on the Hunter Valley map (distribution 110,000).
- Opportunity to provide learning and development seminars to a qualified audience.
- Inclusion in relevant blog content where applicable in response to editorial callouts.
- Sponsor of an award presented at the annual Hunter Valley Legends Awards.



THANK YOU TO OUR CORPORATE PARTNERS

