

SPONSORSHIP

Criteria Outline



Yarrabank receives a high number of sponsorship proposals each year. To ensure sponsorships are both valuable and successful, we endeavour to make our criteria as clear as possible to all potential partners. In turn, we highly encourage the presentation of proposals which adequately meet our requirements as listed below.

Please note, that we will:

- decline any proposals which do not cater to a strictly 18+ year old audience
- decline any proposals which do not endorse a 'drink responsibly' message
- consider proposals in relevant categories [lifestyle, culture, art, fashion, music, food, wine, travel]
- consider proposals that directly engage an aligned target audience
- require a minimum planning period to adequately prepare and effectively implement any leveraging activities [planning period to be advised depending on sponsorship size and scale]
- require sponsorship exclusivity in the wine category [as well as sales exclusivity if applicable]

Additionally, your proposal must deliver at least 5 of the below criteria to be considered:

- A natural link with Yarrabank's brand positioning and core values
- Logo and brand exposure across all digital and print advertising mediums in use
- Achieve product placement by showcasing our winery and/or wines in a clear and direct way
- Generate and/or promote winery visitation
- Offer premium or discounted tickets to valued members and/or trade partners
- Offer discounted products/services we can extend to valued members and/or trade partners
- Offer access to premiers or exclusive viewings we can extend to valued members and/or trade partners
- Ability for Yarrabank staff to participate in the event in a meaningful way
- Ability to directly transact via on-site sales [terms to be mutually agreed upon]
- Ability to recruit attendees to join our database and/or wine club membership
- Provision of insightful audience research or intel either before, during or after the event
- Provision of high-quality content to Yarrabank with full usage rights across digital and social

If you're able to meet at least 5 of the above criteria, as well as meet our general criteria, please proceed to filling out the Sponsorship Enquiry form on the next page. Once completed, please send to info@yering.com for consideration.

SPONSORSHIP

Enquiry Form



GENERAL INFORMATION

BRAND NAME	
BRAND CATEGORY	
EVENT OVERVIEW	
EVENT AUDIENCE SIZE	
EVENT DEMOGRAPHIC	
EVENT DATE & TIME	
EVENT LOCATION	
WEBSITE AND SOCIAL LINKS	

SPONSORSHIP OPPORTUNITY

SPONSORSHIP SCOPE	
<i>Outline the quantified sponsorship value you seek [ie: stock, product, value]</i>	
VALUE EXCHANGE	1.
<i>List the returns which we should expect to receive in exchange, integrating at least 5 of the aforementioned criteria</i>	2.
	3.
	4.
	5.

CONTACT DETAILS

CONTACT NAME AND POSITION TITLE	
CONTACT PHONE AND/OR EMAIL	
RESPONSE REQUIRED BY	