



GRAPEVINE

2021 Partnership Overview

The Event.



11.2k



24.1k



400k



500k+ Views



788k PR Reach



The Event.

It's time to stop and smell the Rosè as Grapevine brings the party to VIC, NSW and WA. Instead of wine(ing) about having nowhere to indulge your senses, Grapevine is your next grape musical adventure!

In the beautiful surrounds of some of the nations finer wineries, guests will be able to sample the best in local produce including wood-fired pizzas, gourmet burgers and slow-cooked, smoked treats. They'll drink

from the finest selection of wines grown and pressed on sit, including gold medal winning bottles of Chardonnay, Pinot Noir, Syrah and Cabernet Sauvignon. Lovers of fine beers will also be catered for, along with a myriad of cocktails and of course, Frosé!

Because sip happens, don't make a pour decision this summer, Grapevine will always be your partner in wine!

Tens of thousands flock to the nation's best wineries in late November

Attendance

Grapevine 2021 is a completely sold out event! See the numbers per city below:

VIC - 13.5k

NSW - 18k

WA - 16.5k

Partnership Benefits.



Official Partner.

- Designation as an official partner of Grapevine
- Trademark rights on approved promotions
- Logo exposure on all collateral (example pictured)
- Dedicated sponsorship manager to oversee all contractual rights
- Free ticket and drink allocation
- Custom post-event reporting



Social Media Benefits.

An allocation of social media posts through Grapevine's channels are included in every partnership. Grapevine have a following of over **36,000 people** across their various platforms.

Partners can also leverage their **400,000 strong database** through EDM inclusions

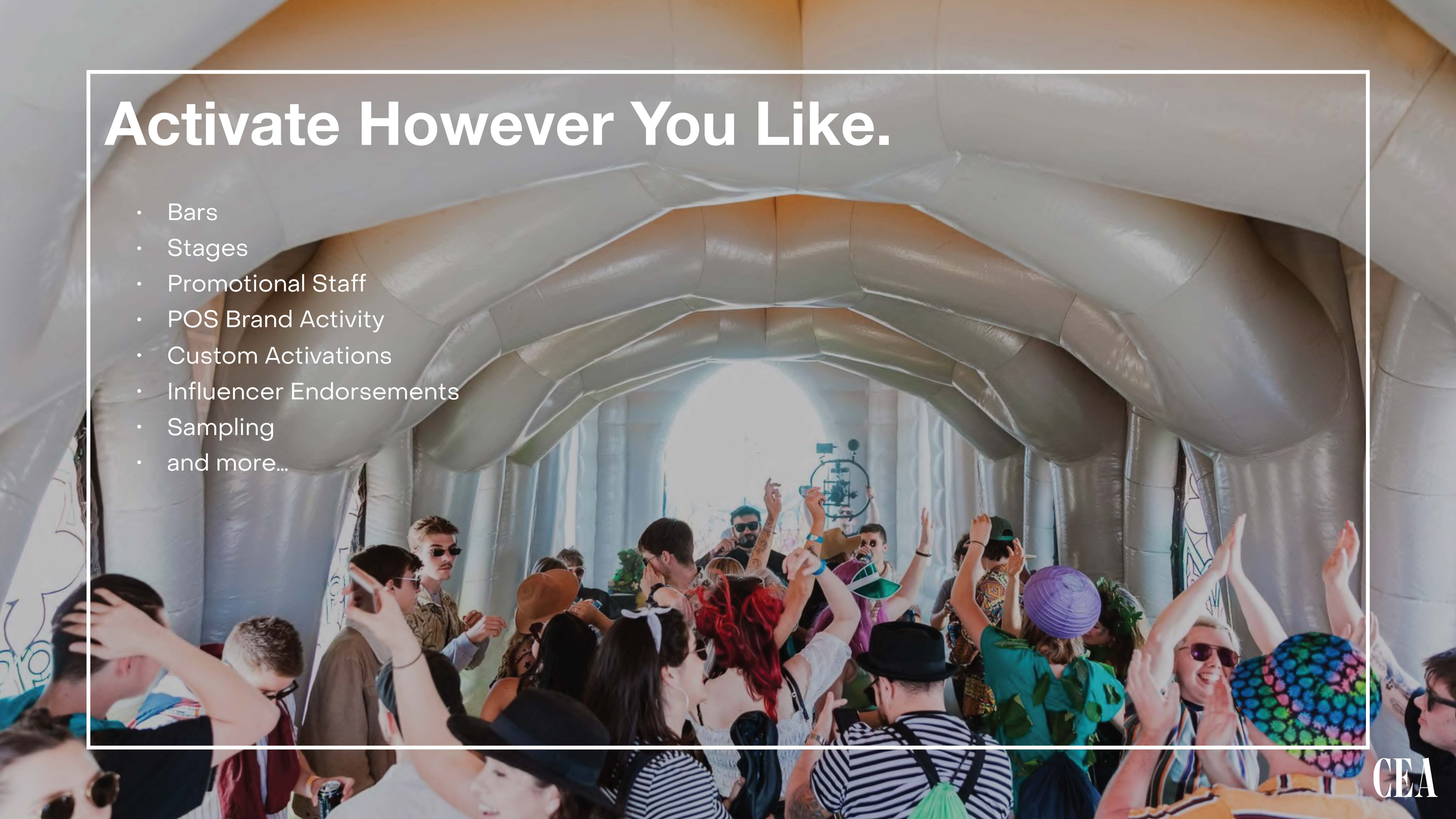


Activate Bars.

- Partners receive the right to activation real estate

Activate However You Like.

- Bars
- Stages
- Promotional Staff
- POS Brand Activity
- Custom Activations
- Influencer Endorsements
- Sampling
- and more...



Brand Images.

All partners of Grapevine will receive a pack containing brand-in-hand images and photos of their activations (where applicable).

Grapevine hires only the best media and production crew to ensure all photos taken are of the **highest quality**.



Contact.

Nikita Miltiadou
nikita@ceagency.com.au

