



London Wine Fair – The WTA Ceremony

2021-  
2022

# WINE TRAVEL AWARDS



**The Wine Travel Awards Ceremony is a private PR event**, that will take place on June 8th, 2022, at **London Wine Fair**, Great Britain.

**The WTA aren't just rating, but a global advertising and information hybrid campaign** that engages with wine professionals and wine enthusiasts through PR, Digital & on the ground activation.

During the event the winners of each of 6 nominations of the Wine Travel Awards (WTA) 2021-2022 will be revealed officially in the following nominations:

- 1. The Visiting Card of the Country**
- 2. Ambassador**
- 3. Education in Enotourism**
- 4. Enogastronomic Events**
- 5. Wine & Food Influencer**
- 6. Wine Guide**

*\* Even though this is just the first year of the project and a startup spin-off, since the first days of existence WTA were able to attract the leading experts from 30 different countries in the field of wine and wine tourism as participants, partners and sponsors.*



**The Wine Travel Awards Ceremony** will take place **on June 8th, 2022, at 12.30-14.30 in the “Industry Briefing Room” at London Wine Fair, Great Britain.**

- ◆ 12.30-12.40 – Welcome Drink
- ◆ 12.40-12.50 – WTA Introduction, presenting of WTA partners.  
Speaker – Veronika Busel, WTA Managing Partner, Moderator – Oleksandra Hryhorieva, WTA Project Lead
- ◆ 12.50 – 13.35 – The announcement of the winners, telling their stories, granting prizes for participants
- ◆ 13.35 -14.20 - Tasting wines of participants accompanied by specialty food\*
- ◆ 14.20-14.30 – A final word, welcome on board of the WTA 2022-2023

**We invite innovative companies to take part of the event as a participant or a sponsor** in order to promote your business initiatives, brands, products, services and regions.

**Expected results:** increased brand awareness and loyalty, conveying a message about the connection of a wine brand and the WTA project, deep contact with the right audience. 100 VIP guests, word of mouth effect - about 5000 people in total.

**Media coverage:** DRINKS+ Media + LWF Media + Partnership Media

**Attendance:** 100+ VIP Guests and exhibition participants

**Total Reach:** over 625 000 professionals in the wine and tourism industries.

- ◆ On the spotlight of this initiative are both individuals (wine educators, influencers, bloggers, guides, ambassadors, etc.), as well as the actors of the wine routes themselves (wine museums, wineries, restaurants, hotels and tasting rooms, etc.).\*
- ◆ Because WTA and London Wine Fair share the same target audience, positioning your brand through integration and involvement in all WTA campaign globally would create awareness of over 625 000 professionals in the wine and tourism industries.

*\*WTA is focused on such promotion channels as specialized media in the areas of wine, tourism and wine expo hubs: this audience is 100% the same as the target audience of the award nominees' community and is the most active from a wine tourism perspective.*

*Through **almost 30 years** in the business Communication Media Group Drinks+ (Drinks+) gathered solid contacts within the wine industry.*



**Opportunity to be involved in a Global Tailored-made Marketing and Public Awareness Campaign, its ecosystem and community:**

- ◆ To be integrated in all activations globally would contribute to a brand equity, redirect a new wave of attention, collaborations and opportunities.
- ◆ Participation in this event will help you to reach hundreds of thousands of wine professionals regardless of your type of wine business and size of it, whether you are a winery, wine tourism organization, wine trade event, cultural institution or other wine Related Business.
- ◆ Outreach of thousands of wine professionals, around 650 wine and food bloggers from Central, Northern and Eastern Europe, USA, Australia, South and North America, China, Singapore, India, etc.
- ◆ PR and advertising materials, with references to a Partner/Nominee will be published on the resources of Drinks+ Media Group and the WTA website, as well as Partner's Media.
- ◆ To be featured in a special edition of the Wine Travel Awards Guide, which will be distributed from March 2022 at the world's leading wine exhibitions and the WTA events – projected for **8 established wine destinations:** Spain, France, Italy, Germany, UK, Georgia, Moldova & India.
- ◆ All partners and participants of the WTA Guide will be supported in the Drinks+ and WTA social media platforms (Facebook, LinkedIn and Instagram) to connect with your audience to build your brand, increase sales, and drive website traffic.

## Sponsorships | WTA FINAL CEREMONY

**The sponsorship of the WTA Final Ceremony give rise to enhance your visibility within the wine world.**

*The WTA FINAL CEREMONY EVENT* offers **a restricted number of potential sponsorships** for businesses and initiatives of importance in wine industry.

If you are interested in learning about the opportunities to participate as an WTA EVENTS as a sponsor, please check the following packages below. We provide our sponsors with newsworthy opportunities and support throughout the year.

At the end of this presentation you will also find **possibilities for a participant.**



## Sponsorships | WTA Ceremony

### The General Sponsor of the WTA Ceremony (*Gold*)

- Placement of the sponsor's logo with the indication of the sponsor's status near the main stage (Exclusive Roll-up, Brand wall, Display)
- Highlighting the status of the sponsor and sponsor's story during presentation by speakers, being included in the video presentation (WOM & PR)
- E-mail marketing – being included in regular WTA newsletter (at least 3 times: before, during and after the event) with indication of sponsor status, started with the sponsor's advertisement banner
- Organizing an exclusive sponsor's degaustation stand that will provide tasting experience (up to 10 samples) within walk-around tasting during the presentation
- Product Placement for all 3 days of LWF event with leaflets and PR materials
- PR at own media resources and partner media resources, included London Wine Fair media channels
- Placement an article on the website in the WTA Discovery section (Press/ Print/ Paid Content)
- Individual posts with the announcement of the sponsor and sponsor's wines on FB, LinkedIn and Instagram.
- Mention of the sponsor with indication of the sponsor's status and placement of the logo in invitation letters to the Ceremony.
- Providing with tickets to the Final WTA Ceremony

*\*Continued on next page*



## Sponsorships | WTA Ceremony

### The General Sponsor of the WTA Ceremony (*Gold*)

- **BONUS:** The package of the sponsor of one of the six nominations for the WTA 2022-2023 – **the WTA Nomination Sponsor\***, valid not solely for a campaign year (November 2022-October 2023), as provided for by the standard offer, but from the moment of the package of the General Sponsor of the WTA ceremony (Gold) was purchased, for the period of no less than 1.5 years

**\* The package of the WTA Nomination Sponsor includes:**

- By being nominated in the WTA 2022-2023 this sponsor status also allows to grant a nominee status to up to 50 collaborators and partnerships businesses (f. e. wine guides, wine ambassadors, collaborators, own restaurants, etc.)

**The package price is 15 000 EUR**



## Sponsorships | WTA Ceremony

### The Sponsor of the WTA Ceremony *(Silver)*

- Granting both the Title Sponsor status at the WTA Final Ceremony and an opportunity to be a nominee by yourself
- Placement of the sponsor's logo on the "brand wall" page with the indication of the sponsor's status (Display)
- Highlighting the status of the sponsor during presentation (WOM & PR)
- E-mail marketing – being included in regular WTA newsletter (at least 3 times: before, during and after the event) with indication of sponsor status
- Organizing tasting of the products of a sponsor during the presentation (up to 4 samples)
- By being nominated in the WTA 2022-2023 this sponsor status also allows to grant a nominee status to up to 10 collaborators (f.e.wine guides, wine ambassadors, collaborators, own restaurants, etc.)
- PR at own media resources and partner media resources, included London Wine Fair media channels
- Placement an article on the website in the WTA Discovery section (Press/ Print/ Paid Content)
- Providing with tickets to the Final WTA Ceremony

**The package price is 5000 EUR**



## Participant' Packages | WTA FINAL CEREMONY

### The Premium Participant package

- Highlighting the brand of the participant during the WTA Ceremony presentation
- Product Placement and organizing tasting of the products of a participant during the presentation (up to 3 samples)
- E-mail marketing – being included in regular WTA newsletter
- PR at own media resources and partner media resources
- Placement an article on [www.winetravelawards.com](http://www.winetravelawards.com) in the WTA Discovery section
- Being nominated in the WTA 2022-2023
- Providing with tickets to the Final WTA Ceremony

**The package price is 1800 EUR**

## JOIN US | WTA 2022-2021

We've already prepared the ground for WTA 2022-2023, so if you join us now, you'll be highlighted in **the WTA Discovery** area on our official website right away - and be automatically included in the WTA campaign next year!

By becoming a partner/nominee or sponsor, you will receive not only a one year promotion - which is our standard offer, but a year and a half of promotion, along with all the benefits of being a WTA community member!



# THANK YOU!

The official website:  
[www.winetravelawards.com](http://www.winetravelawards.com)

Social media pages:  
@WineTravelAwards

Contacts:  
[contact@winetravelawards.com](mailto:contact@winetravelawards.com)

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