

SPECIAL SPONSORSHIP OPPORTUNITIES

Wine
Travel
Awards

2022-2023



THE INTERNATIONAL
ANNUAL PROJECT
IN THE FIELD OF
WINE TOURISM



We are inviting representatives of the wine industry and enogastronomic tourism, as well as companies interested in attracting the attention of this target audience, to become a partner of the Wine Travel Awards – an international project that aims to restore and reboot the wine and tourism industries!

Ideas, solutions and opportunities

The Wine Travel Awards (WTA) are annual awards that have a new format in the field of wine tourism. They aren't a rating, but a unified advertising and information campaign in different countries that draws global attention to the nominees and partners who have been brought together in the **WTA community**. Wine tourism, despite the problems caused by the pandemic, is a growing field that is particularly in need of innovation. In strengthening this area, the organizers of the awards see opportunities for overcoming the crisis. Even though the 2021-2022 edition was just the first year of the project and a startup spin-off, since the first days of existence, WTA has been able to attract the leading experts from 30 different countries in the field of wine and wine tourism as participants, partners and sponsors. This helped us form the core of the WTA community.

To this end, the organizers of the WTA have developed an extensive toolkit for business in the field of wine tourism. The WTA create a platform for the collaboration between market players and potential stakeholders, drawing attention from a wide audience of tourists to the members of the WTA community.

The effectiveness of the WTA is also dictated by the evolution and restructuring of the online wine and wine tourism market that was triggered by the COVID-19 crisis. The need for digitalization and an improved knowledge of the online sector, so as to provide additional information regarding market trends in the wine production and wine tourism industries, has been widely discussed in the professional community lately. Establishing the WTA is one of the answers to the questions that arose.

One of the key features of the WTA is the unification of the global wine tourism community with the growing influence of enogastronomy bloggers, which significantly expands the informational background of the awards and enhances the effectiveness of taking part in the awards.

One of the missions of the WTA is to promote the principles of sustainable market development, growth and globalization. The focus is on promoting new business models in the wine tourism sector that impact the development of various regions.



The sponsors' mission and influencers' loyalty

Participating in the WTA project as a sponsor entails the special mission of supporting the industries affected by the pandemic and the most progressive representatives of new professions – wine ambassadors, guides, bloggers, founders of wine museums, etc.

In our new reality, it is ambassadors, guides and bloggers who are mediating between the interests of businesses and their audience, by representing wine tourism products through technology. This trend of recent years has been stimulated to a huge extent by the COVID-19 crisis. That's why the organizers of the WTA feel that it is imperative that they don't overlook this niche, by creating their own new approach to working with influencers and bloggers in the best interests of your business.

It is thanks to this aspect of the project – a symbiosis of its own media resources, partner media sources and the blogging community – that sponsors can gain loyalty from a large global audience that is involved in the WTA as part of large-scale advertising campaigns.



WTA sponsor status means:

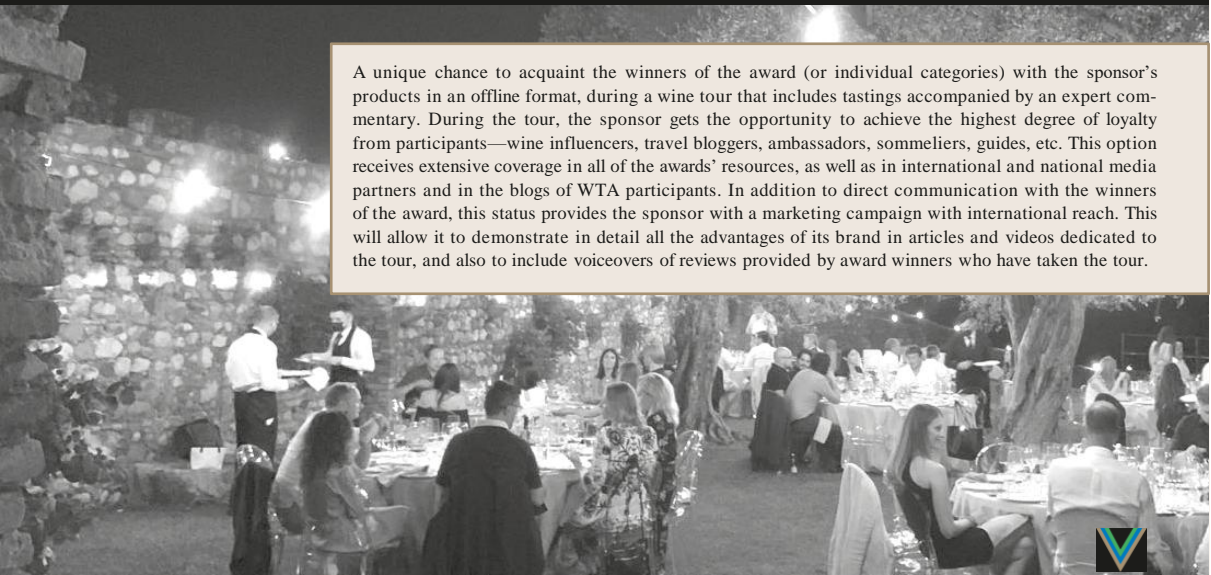
- ◆ a **leading position** of the sponsor in the awards' global hybrid advertising campaign.
- ◆ implementing the company's **social mission in support of an advanced professional community**, including **enogastronomic and agritourism** projects that have embarked on the path of sustainable development and organic farming.
- ◆ sending a **worthwhile message** to the audience that votes for the nominees – wine lovers spread across five continents.
- ◆ gaining the attention **of 750 wine and food bloggers** from Central, Northern and Eastern Europe, USA, Australia, South and North America, China, Singapore, India, etc.
- ◆ **Symbiosis with Drinks+ (D+)** own media resources and social media.
- ◆ the loyalty of over **150 thousand professionals** in the wine and tourism industries.



WTA Prize Fund Sponsor

Special forms of sponsorship

A unique chance to acquaint the winners of the award (or individual categories) with the sponsor's products in an offline format, during a wine tour that includes tastings accompanied by an expert commentary. During the tour, the sponsor gets the opportunity to achieve the highest degree of loyalty from participants—wine influencers, travel bloggers, ambassadors, sommeliers, guides, etc. This option receives extensive coverage in all of the awards' resources, as well as in international and national media partners and in the blogs of WTA participants. In addition to direct communication with the winners of the award, this status provides the sponsor with a marketing campaign with international reach. This will allow it to demonstrate in detail all the advantages of its brand in articles and videos dedicated to the tour, and also to include voiceovers of reviews provided by award winners who have taken the tour.





WTA Prize Fund Sponsor

- Granting the status of the Prize Fund Sponsor of the Wine Travel Awards.
- Integration of the sponsor into all WTA events (presentations, tastings at international partner exhibitions, and awards ceremony) with its advertising materials (logo on a brand-wall, posters, invitations, videos, etc.).
- Placement of sponsor's advertising materials on two pages in the **WTA Guide** – the final catalog of nominees and partners, which will be distributed at the **Awards Ceremony** and at the world's leading wine exhibitions.
- Placement of the partner's presentation materials on two sites www.winetravelawards.com and www.drinks.ua/en/ with repost on the social networks of the D+ and WTA groups.
- Placement of the sponsor's logo on the main page and on the pages of the nomination (nominations), the winners of which will receive prizes from the sponsor, on the website www.winetravelawards.com for 1 year.

• Granting rights to use the WTA logo in the sponsor's advertising materials, as well as in its communication as a Prize Fund Partner until December 2023.

• Integration of the sponsor into other formats of the WTA prize fund: awards to the winners - including educational programs, gifts to nominees, participation with prizes in press packs for guests of WTA events*.

• Provision of invitations to all WTA events throughout 2022 and until November 2023, including the awards ceremony.

• Bonus: Opportunity to act as a nominee for one of the nominations.

• All the details are available upon request.

** Once the package has been applied for, the conditions of the educational program are discussed with the organizer.*



WTA Educational Sponsor

Special forms of sponsorship



This status allows you to get both international coverage for the sponsor's advertising campaign and a targeted promo in any format (online or offline) that is directed at the sponsor's target audience—the winners of the award (or individual categories). An educational program for wine influencers, travel bloggers, ambassadors, sommeliers, guides, winemakers, tour operators, etc. allows the standard of the sponsor to be clearly demonstrated, as well as its commitment to operate on an international scale. It also provides an opportunity to acquire new ambassadors and consumers for further services, which guarantees loyalty to the sponsor's brand. This status offers coverage in all of the awards' resources, as well as in international and national media partners and in the blogs of WTA participants.





WTA Educational Sponsor

- Granting the status of the Educational Sponsor of the Wine Travel Awards.

- Integration of the sponsor into all WTA events (presentations, tastings at international partner exhibitions, and awards ceremony) with its advertising materials (logo on a brand-wall, posters, invitations, videos, etc.).

- Placement of sponsor's advertising materials on two pages in the **WTA Guide** – the final catalog of nominees and partners, which will be distributed at the **Awards Ceremony** and at the world's leading wine exhibitions.

- Placement of the partner's presentation materials on two sites www.winetravelawards.com and www.drinks.ua/en/ with repost on the social networks of the D+ and WTA groups.

- Placement of the sponsor's logos on the website www.winetravelawards.com.

- Granting rights to use the WTA logo in the partner's advertising materials, as well as in its communication in the status of an Educational Partner until December 2023.

- Prize "Study / Educational Programs" International educational programs on wine, tourism, enogastronomic topics.

- Integration of the sponsor into other formats of the WTA prize fund: awards to the winners - including tours, educational literature or online master classes, participation with prizes in press packs for guests of WTA events *.

- Provision of invitations to all WTA events throughout 2022 and until November 2023, including the awards ceremony.

- **All the details are available upon request.**

** Once the package has been applied for, the conditions of the educational program are discussed with the organizer.*



The Wine Travel Awards Founders

The Wine Travel Awards are innovative annual awards in the field of wine tourism. They were launched by **Drinks+ Communication Media Group (Drinks+)**, one of the most established and oldest media groups in Eastern Europe (since 1993), specializing in all aspects of promotion within the wine industry.

For many years, the Drinks+ has been a permanent information partner and participant in such leading world exhibitions as ProWein, Vinitaly, Vinexpo (France, China), Brau Beviale, Drinktec, Prowine Asia and Food & Hotel Asia (Singapore), London Wine Fair (Great Britain), Alimentaria (Spain) and others.

The Group's media and special projects are known for their long-term partnerships with international companies, local and global brands, as well as national wine and product promotion agencies, including national associations such as the Austrian Wine Marketing Board, Wines of Greece, Consorzio per la Tutela dei Vini Valpolicella, Consorzio dell'Asti DOCG, Wines of South Africa, Wines of Moldova, Wines of Hungary, US Meat Export Federation, Kiwi from Greece, Peaches from Greece, EU Dairy, Grana Padano, etc.

Media Portfolio

- **Drinks+** Magazine
- Website www.drinks.ua/en/
- Website www.winetravelawards.com
- Digital newspaper **Drinks'o'Clock**
- Special project – the guide to the wine-producing countries Drinks+
- Almanac on gastronomy Menu
- Gastronomy guide – **“Must visit in Ukraine”**

The main topics of our publications are wine and gastronomy, spirits, soft drinks, wine tourism, restaurants, hotel businesses and hospitality.

If you are interested in becoming a sponsor and partner of the Wine Travel Awards or if you have any doubts or suggestions, please contact our team.

Wine Travel Awards

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