

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 Title International Sponsor

Premier Platinum



This status provides a maximum international reach. It offers targeting of all categories of nominations and exclusivity within the sponsor's business category. The package includes 100% of advertising displays in all of the program's resources and at WTA events throughout the year, including at the **Awards Ceremony** itself, which will be organized **at the sponsor's location**, and at presentations around the world. It also provides premium advertising modules: the main website banners.





WTA Title International Sponsor



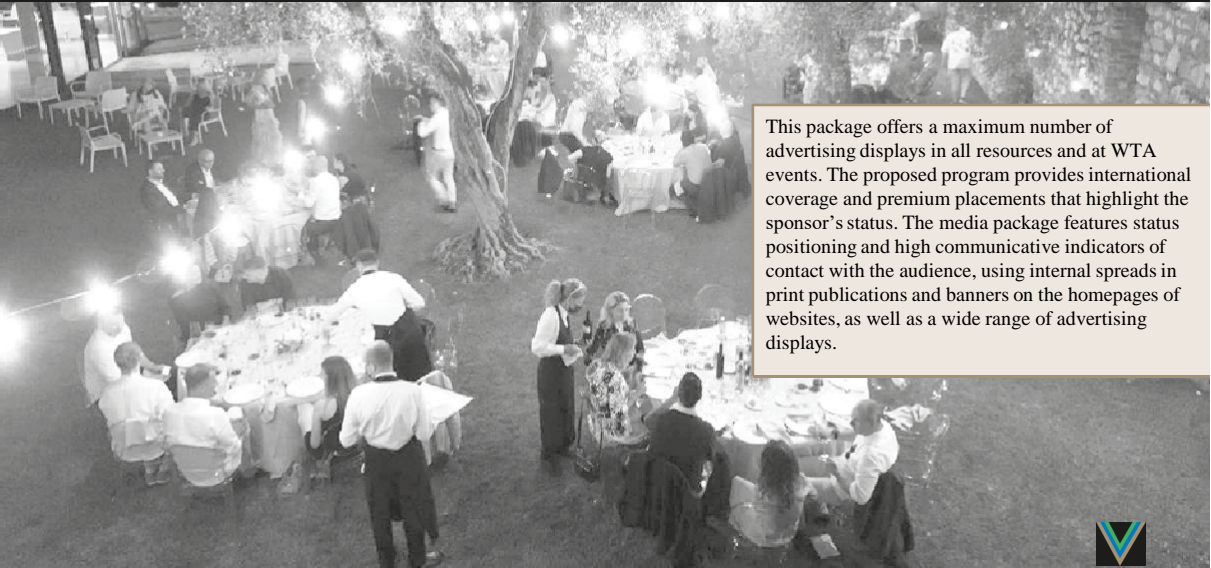
*The suggested options could be agreed based on the individual needs of a sponsor.

- Granting the status of the Title International Sponsor of the Wine Travel Awards on the terms of the exclusive awards package.
- The opportunity for the sponsor to become a nominee in different categories corresponding to their profile of activity, as well as the opportunity to nominate other nominees - associations, businesses and programs (wine and gastronomic roads, special online resources, brands, wineries, HoReCa, etc.) and personalities. Quantity - 100+ nominees.
- Placement of the sponsor's logo on the sponsors page (<https://winetravelawards.com/sponsors/>) and on each page of the nominee's profile on the website www.winetravelawards.com throughout the year.
- Organization and holding of **the Awards Ceremony at the location of the sponsor**, which, in the context of a massive PR campaign that will precede and follow the ceremony, will attract maximum attention of both the entire WTA community and external audience to the sponsor and their activities.
- Highlighting the sponsor in all communications related to the Awards Ceremony - in images, posts, invitations, newsletters, etc.
- Integration of the sponsor into all WTA events (presentations, tastings in the framework of international partner exhibitions and the awards ceremony) with its information and advertising materials (brand-walls, posters, invitation, videos, etc.).
- Placement of the sponsor's logo indicating the status on the brand-wall page of the **WTA Guide** (plus placement on 4 internal pages) - the final catalog of nominees and partners, which will be distributed at the **Awards Ceremony** and at the world's leading wine exhibitions.
- Placement on the main banner on www.winetravelawards.com throughout 1 year with a link to the article about the sponsor.
- Publishing multiple articles and news about the sponsor on the websites www.winetravelawards.com and www.drinks.ua during the year with reposts on social networks of the D+ and WTA groups.
- Mention of the sponsor in articles on the progress of the award in the resources of the Drinks+ Media Group and information partners.
- Placement of the sponsor's banner in the beginning of all emails of the award.
- Granting rights to use the WTA logo in sponsor's advertising materials, as well as in its communication in the status of the Title International Sponsor of the awards.
- Integration of the sponsor into the prize fund of the WTA: awards to winners, gifts to nominees, participation with prizes in press packs for guests of events*.
- Provision of invitations to all WTA events throughout 2022 and until November 2023.
- **All the details are available upon request.**



WTA General International Sponsor

Platinum



This package offers a maximum number of advertising displays in all resources and at WTA events. The proposed program provides international coverage and premium placements that highlight the sponsor's status. The media package features status positioning and high communicative indicators of contact with the audience, using internal spreads in print publications and banners on the homepages of websites, as well as a wide range of advertising displays.





WTA General International Sponsor



* The suggested options could be agreed based on the individual needs of a sponsor.

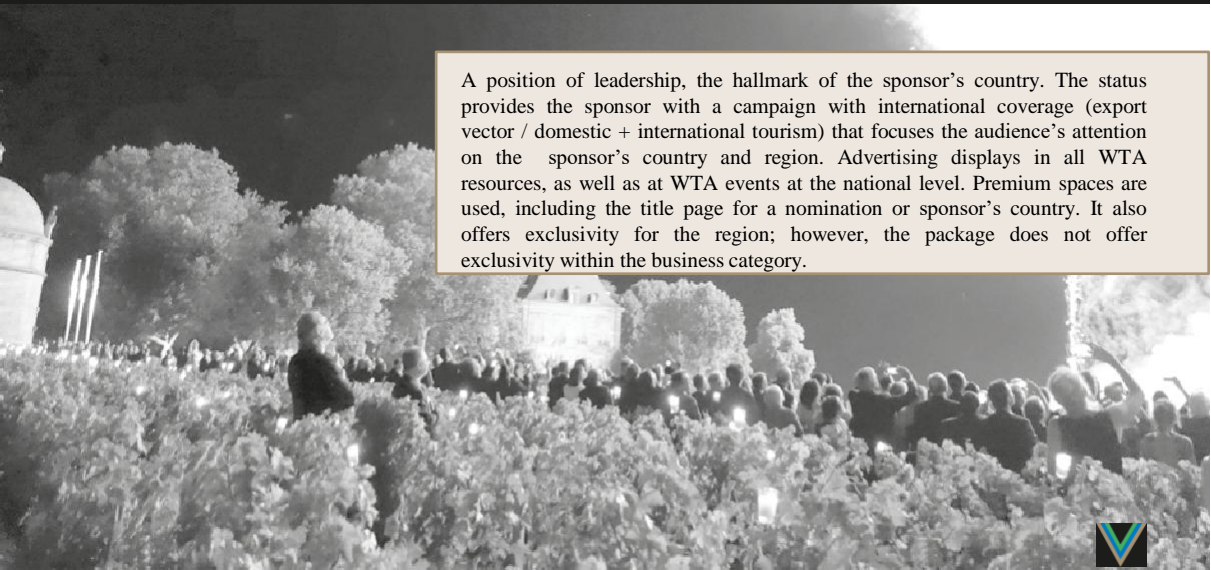
- Granting the status of the General International Sponsor of the Wine Travel Awards on the terms of the exclusive award package.
- The opportunity for the sponsor to become a nominee in different categories corresponding to their profile of activity, as well as the opportunity to nominate other nominees - associations, businesses and programs (wine and gastronomic roads, special online resources, brands, wineries, HoReCa, etc.) and personalities. Quantity - 50+ nominees.
- Placement of the sponsor's logo on the sponsors page (<https://winetravelawards.com/sponsors/>) and on each page of the nominee's profile on the website www.winetravelawards.com throughout the year.
- Integration of the sponsor into all WTA events (presentations, tasting in the framework of international partner exhibitions and the awards ceremony) with its information and advertising materials (brand-walls, posters, invitation videos, etc.).
- Placement of the sponsor's logo indicating the status on the brand-wall page of the **WTA Guide** (plus placement on 4 internal pages) - 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 sponsor's banner on the home page for six months on two sites: www.winetravelawards.com and www.drinks.ua with a link to the article about the partner.
- Publishing multiple articles and news about the sponsor on the websites www.winetravelawards.com and www.drinks.ua during the year with reposts on social networks of the D+ and WTA groups.
- Mention of the sponsor in articles on the progress of the award in the resources of the Drinks+ Media Group and information partners.
- Granting rights to use the WTA logo in sponsor's advertising materials, as well as in its communication in the status of the General International Sponsor of the awards.
- Integration of the sponsor into the prize fund of the WTA: awards to winners, gifts to nominees, participation with prizes in press packs for guests of events*.
- Provision of invitations to all WTA events throughout 2022 and until November 2023.
- All the details are available upon request.



WTA National Sponsor

Gold

A position of leadership, the hallmark of the sponsor's country. The status provides the sponsor with a campaign with international coverage (export vector / domestic + international tourism) that focuses the audience's attention on the sponsor's country and region. Advertising displays in all WTA resources, as well as at WTA events at the national level. Premium spaces are used, including the title page for a nomination or sponsor's country. It also offers exclusivity for the region; however, the package does not offer exclusivity within the business category.





WTA National Sponsor



* The suggested options could be agreed based on the individual needs of a sponsor.

- Granting the status of the National Sponsor of the Wine Travel Awards.
 - The opportunity for the sponsor to become a nominee in different categories corresponding to their profile of activity, as well as the opportunity to nominate other nominees - associations, businesses and programs (wine and gastronomic roads, special online resources, brands, wineries, HoReCa, etc.) and personalities. Quantity - 20+ nominees.
 - Placement of the sponsor's logo on the sponsors page (<https://winetravelawards.com/sponsors/>) and on each page of the nominee's profile related to the country of the sponsor on the website www.winetravelawards.com throughout the year.
 - Integration of the sponsor into all WTA events (presentations, tasting in the framework of international partner exhibitions and the awards ceremony) with its information and advertising materials (brand-walls, posters, invitation videos, etc.).
 - Placement of sponsor's advertising materials on the title page of a nomination or its country and in an article on one page 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 a banner on the WTA Discovery home page (selection by country – travel search) on www.winetravelawards.com with a link to the partner's presentation materials for 1 year.
 - Placement of the sponsor's presentation materials on two sites: www.winetravelawards.com and www.drinks.ua with reposts on the social networks of the D+ and WTA groups.
 - Granting rights to use the WTA logo in partner's advertising materials, as well as in its communication as a National Partner until December 2023.
 - Integration of the sponsor into the prize fund of the WTA: awards to winners, 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.
- All the details are available upon request.



WTA Nomination Sponsor

Silver



This status highlights the sponsor's activity and its leading positions in the related WTA Nomination. It allows you to draw attention to and support the most active and dedicated partners by nominating them. This status contributes to the company's social mission to support progress and sustainable development, as well as to provide support for new wine tourism professions, such as Ambassador, Wine Educator, Wine Guide, etc. It provides the sponsor with a campaign with international reach, while focusing on the target audience: those who fall into a particular Nomination, thus generating increased loyalty to the sponsor's brand. The package includes advertising displays in all WTA resources, as well as at WTA events, both national and international. Premium placements in a Nomination display are used. It offers exclusivity within the Nomination; however, it does not include exclusivity within the sponsor's business category.





WTA Nomination Sponsor



* The suggested options could be agreed based on the individual needs of a sponsor.

- Granting the status of the Nomination Sponsor of the Wine Travel Awards.
- The package includes the opportunity to nominate on behalf of the sponsor up to 10 Nominees (in any categories), to choose the winner of the nomination and to award a special prize from the sponsor.
- 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 the title page of a nomination and in an article on one page 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 a banner on the main page of a chosen nomination on www.winetravelawards.com with a link to the partner's presentation materials for 1 year.
- 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 with status indication on the main page and on all pages of the sponsored nomination of the site www.winetravelawards.com for 1 year.
- Placement of the sponsor's logos on the pages with the materials about the nominees of the sponsored nomination on the portal www.drinks.ua/en/.
- Granting rights to use the WTA logo in the partner's advertising materials, as well as in its communication in the status of the Nomination Partner until December 2023.
- Integration of the sponsor into the prize fund of the WTA: awards to the winners - including invitations to tours and 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.
- All the details are available upon request.



WTA Nominees Sponsor

Bronze



This status allows the sponsor company to support its own businesses as well as ambassadors, guides, bloggers, the media and HoReCa establishments, located on tourist routes where the sponsor's products are available, etc. The sponsor receives advertising displays in all WTA resources, as well as at WTA events. The status provides the sponsor with an international campaign that focuses the attention of an international audience on the sponsor's selected nominees.





WTA Nominees Sponsor



* The suggested options could be agreed based on the individual needs of a sponsor.

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

- Placement of the information about the sponsor on pages with sponsored nominees' materials (each nominee has one page) in the WTA Guide - the final catalogue of nominees, which will be distributed at the awards ceremony.

- Placement of the sponsor'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 sponsor's logos on pages with sponsored nominees' materials on two websites: www.winetravelawards.com and www.drinks.ua/en/.

- Provision of invitations to the WTA ceremony*.

- All the details are available upon request.



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.

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