

Your chance to stand out

2022-
2023

WINE TRAVEL AWARDS





WTA CONCEPT

Wine Travel Awards (WTA) – an innovative annual global project in the field of **wine & spirits tourism** with a new and inclusive format.

WTA provides **an efficient and quality marketing and PR campaign** for different operators regardless of their size and capacities.

We are inviting you to join the WTA community in order to promote your business initiatives, brands, products, services and regions **all year long both online and offline.**

GLOBAL ADVERTISING CAMPAIGN

TRADE MARKETING

WINE TOURISM MARKETING

WTA was launched in 2021 by Drinks+ Communication Media Group – one of the most established and oldest media groups in Eastern and Southern Europe (since 1993).

EVENT PLAN 2023

- **Wine Paris & Vinexpo Paris**, France, February 13-15
- **Wine & Spirit Tourism International Trade Fair**, Reims, Champagne, March 12-14
- **ProWein Dusseldorf**, Germany, March 19-21
- **Vinitaly**, Verona, April 2-5
- **London Wine Fair**, Great Britain, May 15-17
- **Enoexpo Krakow**, Poland, November 2023
- **Wine Expo Warsaw**, Poland, November 2023



This list is constantly replenished. With WTA, we provide different forms of cooperation, including formation of individual packages according to your needs and preferences.

TAKE PART IN THE GRAND PREMIERE: THE WTA TEAM IS ALREADY PREPARING

We invite innovative companies to be part of the WTA activities as a sponsor or a participant at **the first WST - Wine & Spirit Tourism International Trade Fair, Reims, Champagne, March 12-14.**



- **General Sponsor** - international coverage and premium placements that highlight the sponsor's status.
- **Sponsor of a Welcome Drink** - provision of wines as a welcome drink at the 2-hour WTA event.
- Participation in **the wine tasting** at the WTA event (**exclusive is possible*).

PREMIERE: WST, REIMS, MARCH 12-14

- Placement of **your banner, roll-up** in the event hall.
- **Video broadcast** of your products and services during the event.
- **Product placement** at the WTA event or / and at the WTA stand.
- Distribution of **advertising materials** (at the WTA event or / and at the WTA stand).
- **Branding of the WTA stand** (posters, stickers with a logo, etc.)
- Participation of your company as **an exhibitor with own stand at WST 2023**



Similar forms of cooperation and advertising manifestations can be used in different WTA events, including your wine presentation at the WTA stand in the frame of some exhibitions. Please contact us via partnership@winetravelawards.com for further details.



PRINT & DIGITAL OFFERS

- Placement in **the Wine Travel Awards Guide** (covers, an article, an ad model, etc.).

Special Edition - a unique PR catalog which will be issued in **February 2023** and distributed both in the **digital and paper** formats in the first half of the year at the world's leading wine exhibitions and WTA events.

Annual Edition - an exclusive PR catalog of the WTA community members that is an accurate navigator of authentic wine tourism experiences and personalities in it.





PRINT & DIGITAL OFFERS

Annual Edition - published in May 2023 and distributed in the second half of the year at the world's leading wine exhibitions and WTA events. A **digital version** will be placed on the WTA and partners' media resources.

- Participation in **WTA and Drinks+ electronic media editions** - WTA Discovery, WTA Guide, Drinks+ Digest, Drinks+ Ukraine - distributed due to email marketing through a wide international base including distributors, retailers, professionals, operators in the wine & spirits, tourism industries.





BECOME A WTA COMMUNITY MEMBER

- **International Sponsor** - the package includes 100% of advertising displays in all of the project's resources and at WTA events throughout the year.
- **National Sponsor** - a position of leadership with a special focus of the audience's attention on the sponsor's country and region.
- **Nomination Sponsor** - this status contributes to the company's social mission to support progress and sustainable development, as well as leading wine tourism operators.





BECOME A WTA COMMUNITY MEMBER

- **Nominees Sponsor** - this status allows the sponsor company to support its ambassadors, guides, bloggers, media, and HoReCa establishments located on tourist routes where the sponsor's products are available, etc.
- **Prize Fund Sponsor** - a unique chance to acquaint the winners of the awards (or individual categories) with the sponsor's products in an offline format.
- **WTA nominee** - jump in WTA 2022-2023 with both feet: join us and receive the WTA advertising campaign throughout the year (till November 2023).





JOIN OUR COMMUNITY!

The official website:

www.winetravelawards.com

Social media:

[@WineTravelAwards](https://www.instagram.com/WineTravelAwards)

Contacts:

contact@winetravelawards.com

partnership@winetravelawards.com