




Australian Alternative Varieties Wine Show

More Than Just a Wine Show

**Sponsorship
Proposal 2025**



**Australian
Alternative
Varieties**
Wine Show



The AAVWS has unquestionably promoted diversity, provided education, and offered guidance to both the wine industry and consumers alike.

TWENTY-FOUR YEARS OF ALTERNATIVE VARIETIES

The Australian Alternative Varieties Wine Show (AAVWS) is held annually during the week of the Melbourne Cup in early November. It is dedicated to exploring the growing, making, drinking, marketing and ultimately success of alternative varieties in Australia. The show started as The Sangiovese Challenge in 1999, grew to include 'other' alternative Italian varieties in 2000 as The Italian Varieties Wine Show, and in 2001 evolved to become what it is today, the Australian Alternative Varieties Wine Show.

The Show is renowned for innovation including its state of the art entry and judging software, WineShowPro and the Fellowship program hosting future Show ambassadors. A drawcard of the show is the popular Talk & Taste forum, which focuses on current alternative variety themes and encourages the sharing of knowledge together with the building of ideas. After judging there is a tasting of all wines entered in the show where exhibitors eagerly taste and compare the latest vinous examples, prompting discussion and excitement for all things alternative.

The show concludes with the legendary Awards Long Lunch, an event sold-out

months in advance, where trophy winners are announced and gold medal wines from the previous year's show are served in an epic setting with fresh, local and seasonal fare.

Starting in an era when Australia was offered little varietal choice (1999), the AAVWS has undoubtedly encouraged diversity, educated, and guided the local wine industry and consumers alike. From its humble beginnings with fewer than 40 entries, the show has grown into a significant event in the Australian wine show calendar now regularly attracting over 800 entries.

During show week, these 'alternative' grape varieties, usually marginalised in mainstream wine shows, are explored, celebrated, and rewarded. Whilst focusing on the 'non-mainstream' grape varieties there is exponential growth and interest in the show as diversity in the industry becomes more sought after. This leads to the AAVWS having great appeal and solid reach across the wine industry gaining worthy hype and attention from media, growers, winemakers, and consumers.

BEHIND THE SHOW

Show founders Bruce Chalmers, Stefano de Pieri and the late Dr Rod Bonfiglioli, developed the show in 1999. Since 2001 local events manager Helen Healy has managed the show, growing it from a small idea with grand vision to where it is today. From 2015 onwards, daughters of founder Bruce Chalmers, Kim and Tennille joined Helen on the management team, bringing together their strengths and enthusiasm to continue to present an event that rivals the global standard. Recently the AAVWS has welcomed Ashleah Black and Rohan Morris who bring a wealth of experience to complement the management team.

The AAVWS committee, consisting of a wide range of wine industry professionals, bring their ideas and expertise to the table. This dedicated committee works to ensure that the AAVWS continues to raise the bar, constantly offering exhibitors and attendees an experience that is truly more than just a wine show.

In 2023 Gourmet Traveller's 2020 Sommelier of the year, Leanne Altmann joins us as the AAVWS Chief of Judges. Following on from Sophie Otton, described as 'one of the bright lights of Australian wine' and renowned Australian wine journalists, Jane Faulkner, Max Allen and Tim White. Leanne will choose four diverse and balanced judging panels to include wine writers, wine makers, wine consultants, sommeliers, restaurateurs and retailers to guarantee a broad range of knowledge, experience and palates across the panels.

Associate judges are drawn from the AAVWS stewarding program and local industry offering valuable judging experience to Murray Darling based winemakers and exposure to the most diverse range of new world wines in one place at one time in Australia.



MILDURA, VICTORIA

The AAVWS is held in Mildura, which is located on the Murray River in North Western Victoria. It is held in spring conveniently at a time in between active seasons in the wine industry. Judging begins on the Wednesday, the day after the Melbourne Cup, and the show concludes the Saturday of the same week.

Mildura is a major agricultural hub known for its large annual grape production at the centre of the wine-growing region, the Murray Darling. For one week this thriving regional centre becomes the Alternative Wine Varieties capital of Australia where visitors and locals get the chance to explore the culture and food of the region and sample possibly more alternative varieties in one place at one time than anywhere else in Australia. Attracting visitors predominantly from Victoria, New South Wales and South Australia, geographically, Mildura is centrally located and easily accessible by car or plane, via Mildura's well-served regional Airport.





CREATING A LEGACY

Over the history of the AAVWS the show has had outstanding and invaluable support from the industry on multiple levels and running the show could not happen without its partners. Each year the AAVWS reach grows as the show continues to develop its database and marketing to maintain and maximise exposure wherever possible. This reach is particularly important for the benefit of the partners.

Annual Marketing	Our audience reach and professional networks include
Annual Marketing Campaign	800 + Entries
Regular Email Direct Marketing	3000 + Industry database (wineries, media, restaurant etc.)
Vibrant and regularly updated website	250 + Active exhibitors across Australia.
Regular press releases and media communication	230 + Past judges & committee members
Online exhibitor portal for additional exposure during the entry period	26 + High profile/celebrity/international industry guest speakers
Strong and consistent social media campaigns	200 + Attendees at the Awards Long Lunch
Print collateral with sponsor logos	100 + Attendees at the Talk & Taste
	200 + Attendees at the public entry tasting

Sponsorship ranges from \$1000 to \$5000 (+GST) or equivalent in kind, with various promotional benefits outlined on the following page. If your interest in sponsorship falls outside these brackets, please don't hesitate to discuss what can work for you in terms of commitment. Keep in mind that we want to work with you to ensure that you are broadening your competitive edge, enhancing your brand's public profile by partnering with an event that has a strong image as being a successful, growing, innovative and forward-thinking organisation.

AAVWS wants to work with you to maximise your investment and we are keen to discuss an effective promotional plan to enhance your involvement in the show.

SPONSORSHIP OPPORTUNITIES

GOLD \$5000 (+GST) or equivalent in kind

- 1 x Naming of a major AAVWS award or event presentation partner
- 2 x Complimentary tickets to AAVWS Awards Long Lunch
- 1 x Sponsor representative presenting award prize at Awards Long Lunch OR Talk & Taste segment
- 2 x Complimentary tickets to AAVWS Talk & Taste
- 1 x Complimentary full-page advertisement in Talk and Taste booklet
- 1 x Full screen company branding for Talk & Taste and Awards Long Lunch
- 1 x Logo inclusion with website link on AAVWS website
- Logo inclusion in any AAVWS print media and advertising
- Logo inclusion added to any AAVWS print media and advertising

GOLD OPTIONAL EXTRAS

- 2 x Dedicated posts on AAVWS social media
- 1 x promotional flyer/product addition to Judges Welcome Bags
- 1 x Blog post by partner for AAVWS website
- 2 x Email Direct Marketing opportunities

SILVER \$2500 (+GST) or equivalent in kind

- 1 x Naming of an AAVWS award
- 1 x Complimentary ticket to AAVWS Awards Long Lunch
- 1 x Sponsor representative presenting award prize at Awards Long Lunch OR Talk & Taste segment
- 1 x Complimentary ticket to AAVWS Talk & Taste
- 1 x Complimentary half-page advertisement in Talk and Taste booklet
- 1 x Full screen company branding for Talk & Taste and Awards Long Lunch
- 1 x Logo inclusion with website link on AAVWS website
- 1 x Logo inclusion in AAVWS promotional brochure

SILVER OPTIONAL EXTRAS

- 1 x Dedicated post on AAVWS social media
- 1 x Email Direct Marketing opportunity
- 1 x promotional flyer/product addition to Judges Welcome Bags

Bronze \$1000 (+GST) or equivalent in kind

- 1 x Complimentary ticket to Awards Long Lunch or Talk and Taste
- 1 x Logo inclusion with website link on AAVWS website
- 1 x Full screen company branding for Talk & Taste and Awards Long Lunch
- 1 x Full screen brand/company logo image for projector at Talk & Taste and Awards Long Lunch

BRONZE OPTIONAL EXTRAS

- 1 x Dedicated post on AAVWS social media
- 1 x promotional flyer/product addition to Judges Welcome Bags

Contact: Rohan Morris, Development & Marketing Manager | +61 416 717 669 | rohan@aaavws.com





THE AAVWS TEAM

President

Corrina Wright – Winemaker & Director, Oliver's Taranga, SA

Deputy President

Mark Walpole – Viticulturist, Greenstone, VIC

Committee Members

Graeme Wellman (Secretary) – Viticulturist, Dorrien Winemaking, SA

Helen Healy (Treasurer) – Director, HHO Events, VIC

Leah Heinrich – Viticultural Graduate, Treasury Estate, SA

James Scarcebrook – Owner/Winemaker, Vino Intrepido, VIC

Foni Pollitt – Restaurateur, Educator, Mayfair Lane Pub & Dining Room, Perth, WA

Sue Bell – Winemaker, Director, Optimist, Bellwether, Coonawarra, SA

Brooke Edson – Winemaker, AVL Wines, Mourquong NSW

Pia Merrick – Senior Winemaker, Qualia Wine Services, Irymple VIC

Anita Goode – Winemaker & Director, Wangolina, SA

Danielle Boulton – Agronomist/Marketing Coordinator, Omnia, Buronga NSW

Chris Carpenter – Winemaker, Lark Hill Winery, Bungendore, NSW

Chief of Judges

Leanne Altmann – Sommelier, Wine Educator, Beverage Director – Trader House

Management Team

Helen Healy – Business and Show Manager

Elizabeth Marwood – Assistant Show Manager

Rohan Morris – Development & Marketing Manager

Kim Chalmers – Special Projects Consultant

Tennille Chalmers – Food, Wine & Hospitality Consultant

Ambassadors

Bruce Chalmers, Stefano de Pieri, Robin Day, Kathleen Quealy, Jenni Chalmers, Louisa Rose

Thank You to Our 2024 Partners



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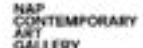
TRENTHAM



mildura.com



LIVEN



NAP CONTEMPORARY ART GALLERY





Australian Alternative Varieties Wine Show

More than just a wine show.

Celebrating the growing, making, marketing and drinking of alternative variety wines since 2001.

www.aavws.com