



**Australian
Alternative
Varieties**
Wine Show

Australian Alternative Varieties Wine Show

2026 Sponsorship Prospectus

More Than Just a Wine Show

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INVITATION TO PARTNER WITH AAVWS IN 2026

On behalf of the management team and committee, I want to invite you to partner with the Australian Alternative Varieties Wine Show (AAVWS) in 2026.

Held annually during the week of the Melbourne Cup in early November, the AAVWS is dedicated to exploring, celebrating, and championing the success of alternative grape varieties in Australia. Since its beginnings in 1999 as The Sangiovese Challenge, the show has grown into a major event in the Australian wine calendar, now attracting over 800 entries each year.

AAVWS is renowned for its innovative approach, including the cutting-edge entry and judging software WineShowPro, the esteemed Fellowship program fostering future industry leaders, and the highly anticipated Talk & Taste forum—where winemakers, growers, and industry professionals come together to discuss the future of alternative varieties. The show concludes with our

legendary Awards Long Lunch, an exclusive sold-out event celebrating the trophy winners and showcasing the best of alternative wines alongside fresh, local, and seasonal fare.

With increasing consumer interest in diverse and non-mainstream grape varieties, AAVWS continues to gain momentum, drawing attention from media, growers, winemakers, and wine lovers alike. It's an exciting time to be involved, and we'd love to explore how Elders Insurance Mildura can be part of this journey.

Let's connect to discuss how a partnership could align with your brand and business goals. Outlined in the next few pages are some sponsorship options to consider, and we'd be happy to meet at your convenience to discuss them further.

Elizabeth Marwood

Show Manager

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.





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 \$40,000 (+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.

2026 AAVWS PRESENTING PARTNER

The Australian Alternative Varieties Wine Show (AAVWS) is a pioneering event dedicated to celebrating and championing alternative grape varieties in Australia. Since its inception in 1999, the show has grown into a highly respected platform for winemakers, growers, and industry leaders to explore innovation, diversity, and excellence in Australian wine. With over 800 entries annually, the AAVWS provides a space where lesser-known varieties are judged, discussed, and showcased. Partnering with us will give your brand premium exposure, direct access to industry leaders, and the chance to support the growth and innovation of alternative varieties in Australia.

Cash Contribution

\$30,000 + gst

In return AAVWS will provide

Inugural naming rights to the 2026 AAVWS

Sponsor Speaking opportunity at all AAVWS Events

8 x Complimentary tickets to the Awards Long Lunch

8 x Complimentary tickets to Talk & Taste

1 x Complimentary full-page advertisement in Talk and Taste booklet

Branding on email direct marketing, website and print collateral

Full screen company branding for Talk & Taste and Awards Long Lunch

Dedicated press releases and media communication

Dedicated social media campaigns

AWARDS LONG LUNCH PRESENTING PARTNER

The AAVWS Awards Long Lunch is the grand finale of the show—a legendary, sold-out event celebrating the best in alternative varieties. Set against a backdrop of exceptional food and wine, this long-table feast brings together winemakers, growers, judges, and industry professionals to honour the trophy winners. Guests enjoy gold medal wines from the previous year's show, perfectly paired with fresh, local, and seasonal fare. It's a must-attend experience, filled with great conversation, industry connections, and a shared passion for pushing the boundaries of Australian wine.

Cash Contribution

\$15,000 + gst

In return AAVWS will provide

Inugural naming rights to the 2026 Awards Long Lunch

Sponsor Speaking opportunity at the Awards Long Lunch

6 x Complimentary tickets to the Awards Long Lunch

4 x Complimentary tickets to Talk & Taste

1 x Complimentary full-page advertisement in Talk and Taste booklet

Branding on email direct marketing, website and print collateral

Full screen company branding for Talk & Taste and Awards Long Lunch

Dedicated press releases and media communication

Dedicated social media campaigns

TALK & TASTE PRESENTING PARTNER

The Talk & Taste forum is a captivating and engaging industry event that brings together winemakers, growers, and industry experts to explore the future of alternative varieties. This lively and interactive session dives into key trends, challenges, and opportunities in the industry, with insightful discussions from a panel of guest speakers. Following the conversation, guests have the unique opportunity to taste a curated selection of wines, fostering an open exchange of ideas, experiences, and inspiration. It's an unmissable event for anyone passionate about the evolution of Australian wine.

Cash Contribution

\$5,000 + gst

In return AAVWS will provide

Naming rights to the 2026 Talk & Taste

Sponsor Speaking opportunity at the Talk & Taste

2 x Complimentary tickets to the Awards Long Lunch

6 x Complimentary tickets to AAVWS Talk & Taste

1 x Complimentary full-page advertisement in Talk and Taste booklet

Branding on email direct marketing, website and print collateral

Full screen company branding for Talk & Taste and Awards Long Lunch

Dedicated press releases and media communication

Dedicated social media campaign

AAVWS JUDGING VENUE PARTNER

The AAVWS Judging Venue provides the perfect setting for meticulously assessing the finest alternative varieties in Australia. Designed for precision and fairness, the process ensures judging conditions with controlled lighting, temperature, and minimal distractions. Here, our expert panel of judges, including winemakers, sommeliers, and industry leaders, blind-taste and evaluate over 800 entries using our state-of-the-art WineShowPro system. This venue is where innovation meets excellence, shaping the future of Australian wine one glass at a time.

Cash Contribution

\$3,000 + gst

In return AAVWS will provide

Naming rights to the 2026 AAVWS Judging Venue

Branding opportunity within the judging venue

Expo table at the Saturday show tasting

10 x Complimentary show tastings

2 x Complimentary tickets to the Awards Long Lunch

2 x Complimentary tickets to Talk & Taste

1 x Complimentary full-page advertisement in Talk and Taste booklet

Branding on email direct marketing, website and print collateral

Full screen company branding for Talk & Taste and Awards Long Lunch

ALTERNATIVE SPONSORSHIP OPPORTUNITIES

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

- 1 x Naming of a major AAVWS award
- 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





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

Liz Marwood (Treasurer) – Business & Show Manager, 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

Elizabeth Marwood – Business & Show Show Manager

Rohan Morris – Marketing & Development 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

2025 Partners



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More than just a wine show.

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

www.aavws.com

CONTACT

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