



SummerVines | JANUARY 19-28

A celebration of McLaren Vale's unique coastal lifestyle; the light, bright contemporary wines we craft, our abundant produce, our regional artisans and enviable natural landscape.

MEMBER PARTICIPATION INFORMATION

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OVERVIEW: MCLAREN VALE SUMMERVINES FESTIVAL

McLaren Vale's *SummerVines* Festival, inaugurated in 2023, spans one week and two weekends coinciding with the Santos Tour Down Under (TDU) Stage 4 weekend. The festival is designed to:

- a) build McLaren Vale's reputation as leading the future of Australian wine – bright, approachable, fruit-driven and food-friendly wines that are grown and crafted through innovative and sustainable winemaking practices in Australia's greenest wine region;
- b) highlight the region's unique coastal locale and lifestyle, and the pivotal impact this has on our wine styles, produce, cuisine and tourism experiences, and promote our world-leading credentials in sustainability, agritourism and nature-based experiences.
- c) invite local, interstate and international visitors to share with us the quintessential summer experiences and lifestyle that define our region; and
- d) leverage and extend visitation associated with the Santos Tour Down Under by offering a range of complimentary in-region events and encouraging longer regional stays.

McLaren Vale is well-reputed as one of the country's premier coastal wine regions. In its initial years, *SummerVines* will link the region's unique food and wine offerings to its incredible coastal landscape and emphasize the vitality of our lifestyle, tourism, and visitation experiences, enhancing Brand McLaren Vale in Australian consumers' eyes.

By further solidifying the link between our world-renowned wines and our world-class tourism offerings, MVGWTA seeks to build the wine and tourism brand DNA of our region. Timing the celebration to coincide with the Tour Down Under Stage 4 acts to further highlight our coastal locale and the vivacious style of our wine, produce, lifestyle and experiences, further promoting recognition of this unique combination of assets locally, nationally, and internationally.

DATES AND EXPERIENCE FORMATS

Dates: Friday 19 – Sunday 28 January 2024

SummerVines will accommodate a diverse range of experiences and events.

Experiences and events may take place at any time throughout the duration of the festival. They may be one-off, run on a recurring schedule, or on specific days and times. The expectation is that all experiences and events must champion the *SummerVines* themes as above.

Experiences and events are designed to be premium and small-to-medium-scale. Some suggested experiences that fall within the *SummerVines* could be:

- Bespoke 'Meet the Winemaker' and educational experiences;
- Food and wine matching dining events – casual (BBQ, picnics, alfresco brunch) or structured;
- 'Taste & Talk'–style events or vineyard and winery tours;
- Pop-Ups;
- Food, wine & entertainment matching - Acoustic music; film nights; market stalls; SUP tours.

Experiences facilitating or promoting large bus groups, "pub buses", or "swim-throughs" are not deemed suitable for this festival and are therefore will not be accepted. MVGWTA reserves the right to reject an experience if it is deemed to not meet the criteria of *SummerVines*.



For those members who do not have a cellar door/physical space to host an in-person experience but would still like to participate in the festival you are welcome to partner with venues across the region. Please contact [Samantha](#) at MVGWTA to discuss options.

MARKETING, COMMUNICATIONS and PUBLIC RELATIONS

The McLaren Vale Grape Wine and Tourism Association (MVGWTA) will be responsible for the umbrella branding, marketing, and promotion of *Summervines* and will promote individual events via a dedicated website, MVGWTA social media platforms and media engagement.

Listed below is an outline of the promotional activities that MVGWTA plans to undertake to promote *Summervines* and participating experiences and events:

BRANDING & DESIGN

MVGWTA will provide visual branding assets to be used by MVGWTA and Members in all marketing and promotional activities. These assets will be made distributed to participating businesses for use on social media, menus, websites, email signatures and printed collateral for the Festival.

WEBSITE – www.summervines.com.au

A SummerVines-specific website is the central source of information and promotion. Each experience will be listed on this website through ATDW listings, allowing consumers to book directly through the individual venue. This site will be hosted on the existing regional website platform, which already attracts significant consumer traffic.

All ATDW event listings must follow the standard title “SummerVines: Event Name”, and must include a description of the event, dates and times, and ticket pricing.

EMAIL MARKETING CAMPAIGN

A targeted MVGWTA EDM campaign will be distributed to the current consumer database of over 6000 subscribers in the lead up to the Celebration, and partnerships with Adelaide-based media will ensure *Summervines* receives coverage in a range of consumer-facing EDMs.

SOCIAL MEDIA

Facebook – A parent *Summervines* event will be created and managed by MVGWTA. Participant inclusions:

- Addition of your Facebook event to the *Summervines* master Facebook event page, provided you add McLaren Vale as a Co-host.
 - Facebook Event pages should be titled "SummerVines: Event Name".
 - The Facebook Event page link must be sent to MVGWTA via Facebook messenger for inclusion in Facebook promotion.
- Where possible, inclusion on a group post with other SummerVines events in a ‘What’s On this week’ format.



- Sharing of your SummerVines related Facebook stories.

A series of social media activities will be initiated and executed utilising the MVGWTA platforms. Further detail of these activities will be provided via a media package, to be distributed directly to wineries.

SummerVines digital assets will be provided to participating venues for use in your own digital promotion. A social media help sheet outlining valuable information will be provided to participating venues once registered.

MEDIA ENGAGEMENT

Various digital platforms, as well as local event, tourism, and food & beverage-focused publications will be targeted for event coverage; most of this coverage will be published in early January 2024.

PRINTED COLLATERAL

Printed SummerVines postcards and posters will be delivered to participating venues and high-traffic Adelaide and suburban venues for distribution in the weeks preceding the event.

A roadside banner will be placed on South Road in early December at the bottom of the Southern Expressway, visible to traffic heading into McLaren Vale.

YOUR PARTICIPATION

Your active participation in *SummerVines* is paramount to the initiation and promotion of a successful and united regional event. Through involvement in this inaugural festival, you will be harnessing the opportunity to showcase your wines and experiences with a diverse mix of visitors and consumers and help cement the region's standout reputation as Australia's premier coastal wine region, crafting innovative new-style red wines to be enjoyed year-round.

Businesses can run more than one event as part of the festival. Separate fees will apply for each individual event (but not for multiple occurrences of the same event).

In addition to the registration process, this document contains necessary information and deadlines you will need to understand and follow, to help bring your experience to life and meet participant and liability obligations.

It is important to note that all participating venues must be current financial members of McLaren Vale Grape Wine and Tourism Association – the proprietor of this event. Membership is gained through payment of the Wine Industry Fund levies and/or through a Tourism or Associate Membership.

On behalf of MVGTWA, we thank you in advance for your participation and support in helping promote our beautiful region, and the produce, experiences, landscape and people that make it so unique.

[Confirm your participation by 2 DECEMBER 2023 to maximise exposure for your event or experience.](#)

PARTICIPATION FEES

To support the promotion of the 2024 SummerVines festival, all participating venues and wineries are required to contribute a participation fee. These funds will be used to support the marketing and advertising of the festival.

Please refer to the table below to identify your participation fee, relevant to the ticket price of your individual event(s) or experience(s). Event frequency is completely up to the venue; the participation fee remains the same regardless.



A fee is applicable for each individual event listing. There is no limit to the number of events businesses may hold over the duration of the Festival. Registration and payment is to be completed via the [Jotform link](#) provided.

| TIER | PARTICIPATION FEE |
|----------------------------------|-------------------|
| Tier 1 – ticket price under \$50 | \$175 |
| Tier 2 – ticket price \$50-\$99 | \$275 |
| Tier 3 - ticket price \$100+ | \$325 |

HOW TO PARTICIPATE

1. CHOOSE YOUR CONCEPT

Consider your audience - experiential events are very popular. The things that are part of our everyday lives are exciting and interesting to your guests! *SummerVines* is ultimately a celebration of our community and lifestyle – if you don't have the capacity to do something on your own, consider collaborating with other wine or food producers in the region. Incorporate the things you love about our region, sector and community into your event. And don't be afraid to do something different!

2. READ THROUGH THE PARTICIPATION PACK

Ensure you are clear about the overarching messaging and purpose of *SummerVines*, your requirements as a participant, how MVGWTA is here to assist and the steps you need to follow to help make your event a success!

3. REGISTER YOUR EVENT/EXPERIENCE

Head to the [JotForm link](#) provided and complete your submission by 15 December 2023. Event approval notices will be issued within 24 hours of submission.

4. CREATE YOUR ATDW LISTING

Set up an event listing via the ATDW platform to be listed on the SummerVines website. All listings **must be** titled "SummerVines: Event Name".

5. MARKET YOUR EVENT/EXPERIENCE TO YOUR EXISTING DATABASE

Graphic assets and a social media 'help sheet' will be issued to you with some tips on how to market to your existing database. MVGWTA will be undertaking umbrella marketing, but the success of your event relies on leveraging all potential avenues and contacts, both local and further afield.

IMPORTANT DATES

**Please note these dates are subject to change at the discretion of MVGWTA. Participating venues will be notified immediately regarding any changes.

| ITEM | DATE | NOTES |
|------|------|-------|
|------|------|-------|



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|---|--------------------------|---|
| Initial Member Registrations Open | 16 November 2023 | <ul style="list-style-type: none"> ▪ Events submitted for approval ▪ Participants to create ATDW listings ▪ Graphic assets distributed |
| Public Announcement | Week of 29 November 2023 | <ul style="list-style-type: none"> ▪ Event website goes live ▪ eDM to database ▪ Social media teaser posts, Facebook event live |
| Final Registrations Due | 15 December 2023 | <ul style="list-style-type: none"> ▪ Registration and payment to be submitted ▪ Event outline & dates (for promotion) ▪ ATDW events created |
| Printed collateral distributed | Week of 18 December 2023 | <ul style="list-style-type: none"> ▪ Promotional postcards with QR codes to event website delivered to participating venues for public distribution |
| Media engagement | December 2023 onwards | <ul style="list-style-type: none"> ▪ Media releases and stories distributed to trade, online and print publications. ▪ Direct engagement with local media and promotional agencies. |
| SummerVines Begins | 19 January 2024 | <ul style="list-style-type: none"> ▪ Community Launch Event to be held 19 January |
| SummerVines Ends | 28 January 2024 | |
| Post Event Debrief / Member Feedback Form, Attendance Survey issued | 6 February 2024 | <ul style="list-style-type: none"> ▪ Link to online event feedback form to be distributed to all participating venues |

TERMS AND CONDITIONS OF PARTICIPATION

1. Billing & Acknowledgments

- 1.1 MVGWTA and the Participating Company agree that in any promotional or program material, the Participating Company's included Event(s) ("the Event(s)") shall be credited as being part of "McLaren Vale SummerVines" in writing, or by inclusion of MVGWTA-provided SummerVines marketing assets.
- 1.2 The Participating Company agrees, at its own expense, that all promotional and marketing materials, including but not limited to advertising, brochures, newsletters and signage relating to the Event(s) will feature SummerVines marketing assets.

2. MVGWTA's Obligations

- 2.1 MVGWTA will provide a suite of SummerVines-branded digital assets for the Participating Company's use in marketing and promotion of the Event(s).
- 2.2 MVGWTA will include the Event(s) on the SummerVines website, provided that the Participating Company has submitted an ATDW listing for each event as specified by MVGWTA in this Participation Pack.
- 2.3 MVGWTA will add the Event(s)' Facebook event to the SummerVines master Facebook event page, provided the Participating Company a) creates this Facebook event page, and b) adds McLaren Vale as a co-host.



- 2.4 MVGWTA will feature the Event(s) in at least one (1) social media post on the McLaren Vale Facebook page, and in at least one (1) social media post on the McLaren Vale Instagram account, using event information and images supplied by the Participating Company.
- 2.5 MVGWTA will be responsible for the public umbrella marketing of SummerVines through third-party media outlets and mailing lists.

3. The Participating Company's Obligations

- 3.1 The Participating Company agrees to manage, undertake and present the Event(s).
- 3.2 The Participating Company agrees to collect and supply all required information to MVGWTA for reporting purposes.
- 3.3 The Participating Company must distribute a consumer attendance survey, constructed by MVGWTA to all visitors who attended/purchased tickets to their event.
- 3.4 The Participating Company undertakes sole responsibility for all costs and expenses in relation to the production and presentation of the Event(s), including and not limited to: venue hire and setup, production, licencing, administration, insurances, workers compensation and all charges in relation to the ticketing of the Event(s) including ticket and credit card charges if applicable.
Please see Clause 6 for insurance requirements.
- 3.5 The Participating Company must have sufficient licensing in place to cover event capacity. All licensing is the responsibility of the Participating Company, including liquor licensing and appropriate APRA-AMCOS and PPCA registration for your entertainment.
- 3.6 The Participating Company must have in place a risk management plan, incident reporting plan and emergency management plan for the Event(s).
- 3.7 The Participating Company must ensure the accuracy of all information provided or publicised pertaining to the Event(s), including but not limited to event description, capacities, dates, times and pricing.

4. Exclusivity & Public Announcement

- 4.1 The Participating Company agrees that MVGWTA has sole and exclusive right to make the first public announcement concerning the 2024 SummerVines festival and the Event(s)' inclusion in the festival, and that this information is embargoed until the consumer launch during the week of 18 December 2023.

5. Consideration

- 5.1 The Participating Company agrees that all costs and liabilities whatsoever associated with the Event(s) will be borne by the Participating Company. The Company will not have any claim against MVGWTA in relation to receipts and proceeds associated with the Event(s) other than as expressly provided for in this Agreement.

6. Insurance

- 6.1 The Participating Company must maintain in force at its own expense during the term of this Agreement, the following insurances:
 - (a) public liability insurance in the name of the Participating Company for a sum not less than \$10 million;
 - (b) workers' compensation insurance for the Participating Company's paid staff working at



- the Event(s); and
(c) insurance for the property, equipment and effects of the Participating Company and its personnel.

6.2 The Participating Company must, if requested, provide MVGWTA with a copy of such current insurance policies.

6.3 The Participating Company must ensure any contractors or suppliers engaged in the delivery of the Event(s) have appropriate insurances in place to cover themselves.

6.4 The Participating Company hereby releases and indemnifies MVGWTA, its officers, employees, contractors, representatives and agents from and against all actions, claims, proceedings and demands whatsoever, which may be made or brought by any person, body or authority against it or them or any of them in respect of any and all liability, loss, injury or damage to any person or property (including death and indirect and consequential losses) arising out of the execution of this Agreement, unless such loss, injury or damage is due solely to any negligent act or omission of MVGWTA.

7. Warranties

7.1 The Participating Company warrants that the Event(s) does not violate or infringe upon the copyright or other form of intellectual property right, right to privacy or any other right of any third party.

7.2 The Participating Company releases and indemnifies MVGWTA, its assignees, and licensees from and against any claims arising from any breach of this warranty.

7.3 This Agreement may not be amended except by a separate agreement in writing signed by both parties.

INFORMATION AND CONTACTS

MVGWTA welcome you to make contact at any time to assist with questions about the festival and your experience registration process.

MVGWTA staff will also be in touch with you, where relevant, with any organisation and marketing related activity. We trust that you will be able to assist them when and where required, for the overall successful execution of the McLaren Vale SummerVines Festival.

McLaren Vale Grape Wine & Tourism Association

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