
2020 SPONSORED EVENT PROPOSAL GUIDELINES

The festival is seeking proposals for sponsored events from agencies and wine organizations. Agencies can propose single supplier, multi-supplier or single agency sponsored events through the online application system between May 1 and May 31, 2019. Wine organizations are asked to send a short, detailed written proposal outlining the event concept to visnja@vanwinefest.ca by Friday, May 31, 2019.

The 2020 festival will highlight the following themes: **France (featured country), Rosé (round the world), and “Cru” (focusing on wines from vineyards recognized for their superior quality)**. Therefore, agencies and wine organizations are encouraged to capture one or more of these themes in their sponsored event proposals, but are not limited to them as the festival schedule must also reflect contrasting wine styles and a diversity of special events. For example, a proposal could include just one Rosé wine if appropriate to the event concept.

SPONSORED EVENT PROPOSAL PROCESS

Representatives from agencies and wine organizations can propose sponsored events during the application process, May 1 to May 31, 2019. See the sub-headings below on the types of events that can be proposed. The profile given to the participating wineries and their principals are a key consideration during the selection process. The Winery Selection Committee and staff review proposals and create an event schedule, which is approved by the festival’s Board of Directors. Finally, the Winery Selection Committee, in consultation with the event coordinator/moderator, confirms wine selections. Only wineries selected to participate in the festival may be involved in special events. Event coordinators/moderators may, with the approval of the Wine Festival Board, select a wine from a non-participating winery should it be determined that the aim of the event would be compromised otherwise. These wineries must be represented by participating agencies.

Should a special event proposal be accepted, the applicant becomes the designated event coordinator and will be provided with guidelines and deadlines, which must be strictly followed. Failure to adhere to guideline and timeline criteria may result in the event being cancelled, at the discretion of the festival’s Board of Directors.

Wineries, agencies or wine organizations **must cover all costs associated with these events**, including – but not limited to – venue rental, labour, food, event handouts and tasting mats, audio-visual equipment, and glassware rental. The winery, agency or wine organization (and/or their third-party sponsor) will receive recognition as an event sponsor in the festival’s brochure, website, program and on-site signage, as well as associated advertising and promotion.

The main categories for single and multi-supplier events are as follows:

VINTAGE TASTINGS

Vintage Tastings are designed to capture the interest of wine collectors. The featured winery principal hosts these intimate tastings, which are often vertical tastings stretching back several decades. At least one of the following should be featured:

- a) the best wines, b) the rarest wines and/or, c) the oldest wines

It should also:

- a) include a high-profile winery personality in attendance;
- b) be attractive to international media;
- c) be hosted in an appropriate venue; and
- d) command a minimum \$125 ticket price.

Based on a capacity of 36 people, a minimum of 8 wines, 3 bottles of each wine, is required.

TRADE MASTERCLASSES (Wednesday, February 26)

An in-depth study and exploration of wines from a specific region, theme or topic. Masterclasses must be moderated by an expert in the area being explored. Organizations or agencies submitting proposals are responsible for securing wines from participating agencies/wineries. Masterclasses take place Wednesday, February 26 and can be 1.5 to 2 hours long. This style of event requires a minimum of 8 wines.

GLOBAL VINE STAR SEMINAR (Thursday, February 27)

A wine seminar featuring an internationally renowned wine producer/personality who has made a global impact on the wine industry and/or wine culture. Any of the producer/personality's wines can be included in the seminar, but the agency submitting the proposal must be responsible for the logistics and costs of bringing in those wines, even if they are from suppliers not in the festival or in their portfolio (unless pre-arrangements have been made with those participating agencies). This style of event requires a minimum of 8 wines.

WINE SEMINARS

As multi-supplier or single-supplier events, these informative and educational seminars explore current wine industry issues, trends, regions and varietals in a classroom-style setting. Single-supplier events highlight a flight or a vertical of premium wines. **These seminars may be created to target consumer and/or trade.** Wineries will be selected for participation based on the quality of wine submitted and the expertise of the proposed winery principal. Informed and dynamic wine industry professionals, educators, or media moderate these discussions. If possible, the moderator should be part of the event proposal and be involved in wine and panel selection. Participating winery principals will be seated on the panel and be required to present and speak about their wine, and topics explored. Seminar tastings occur Thursday, February 27, Friday, February 28 and Saturday, February 29, outside of tasting room hours. The case requirement depends on the number of participants, including panelists. This style of event requires a minimum of 8 wines for single-supplier seminars and 10 wines for multi-supplier seminars.

WINE & FOOD GRAZING

An informal wine and food event, where patrons browse from tasting station to tasting station while enjoying food pairings from canapés, hors d'oeuvres and appetizers to more substantial small plates (depending on the style of event). Integral to the success of these events is the wine and food pairing component. Wines selected will reflect a balance of varietals and styles. Principals with wineries participating in the event are required to be on hand to address questions and present their wines. This style of event requires a minimum of 8 wineries, 2 wines each. This model applies to both Saturday lunches and weekday evening events.

WINE MINGLERS

An upbeat wine tasting where patrons browse from station to station in an informal and entertaining setting. Some food is served, but patrons are advised to eat ahead of time. Principals with wineries participating in the event are required to be on hand to address questions and present their wines. This is a late afternoon/evening event requiring a minimum of 8 wineries, 2 wines each. Wine minglers will not be scheduled during tasting room hours.

WINERY DINNERS

Only wineries selected in the first round of selections may propose winery dinners.

Winery dinners will take place: Monday, February 24; Tuesday, February 25; and Wednesday, February 26, 2020. These multi-course meals feature participating festival wineries working in partnership with some of Vancouver's top restaurants. Proposals for single winery or single agency dinners are due Wednesday, July 31, 2019. First round winery selections will be announced on June 27, 2019. Winery dinners require a minimum of 6 wines; the quantity of each wine depends on the capacity of the dinner.

COMPETING EVENTS

Participating agents, wineries, wine organizations and sponsors may not stage competing public and/or private events during the week of the festival, as this would undermine the integrity and success of the festival and all of its participants. Consequently, this will jeopardize their current and future participation in the festival.