
2025 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 to May 31, 2024. Wine organizations are asked to send a short, detailed written proposal outlining the event concept to visnja@vanwinefest.ca by May 31, 2024.

The 2025 festival will highlight the USA as the theme country and Chardonnay as the global spotlight. See event notes below for specific requirements.

SPONSORED EVENT PROPOSAL PROCESS

Representatives from agencies and wine organizations can propose sponsored events during the application process, May 1 to May 31. See the sub-headings below on the types of events that can be proposed. 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 – wines, venue rental, labour, food, event handouts and/or tasting mats, audio-visual equipment, and glassware rental. All festival sample products, including domestic, will be charged to the agent by the BCLDB at the wholesale price. The festival can also negotiate a flat fee for seminar and mingler event costs. The winery, agency, or wine organization (and/or their third-party sponsor) will receive recognition as an event sponsor in the festival's publications, website, and on-site signage, as well as associated advertising and promotion. **The festival will retain the ticket revenue.**

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

VINTAGE TASTINGS (Tuesday, February 25; Wednesday, February 26; Thursday, February 27)

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 a decade or more. Featured wines should be: a) ultra-premium, b) from coveted vintages, and/or c) well-cellared library wines from the winery.

The event should also:

- a) include a high-profile winery personality in attendance;
- b) attract significant attention from visiting 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.

WINE SEMINARS (Wednesday, February 26; Thursday, February 27; Friday, February 28; Saturday, March 1)

As multi-supplier or single-supplier events, these informative and educational seminars explore current wine industry issues, trends, regions, and varieties 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 the topics explored. Seminar tastings occur on Wednesday, February 26, Thursday, February 27, Friday, February 28, or Saturday, March 1, outside of Tasting Room hours. The case requirement depends on the number of participants, including panelists. Wine seminars requires a minimum of 8 wines for single-supplier seminars and 10 wines for multi-supplier seminars. Some types of seminars include:

- **TRADE SEMINARS / MASTERCLASSES** (Wednesday, February 26 or Friday, February 28)
An in-depth study and exploration of wines from a specific region, theme or topic. Seminars and 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. This style of event requires a minimum of 8 wines.
- **GLOBAL VINE STAR SEMINAR** (Thursday, February 27 or Friday, February 28)
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 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 or agency executives 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 or Saturday lunchtime event requiring a minimum of 12 wines, 1 x 9L case of each. Wine minglers will not be scheduled during Tasting Room hours.

WINERY DINNERS

Only dinners from selected wineries will be considered.

Winery dinners will take place: Monday, February 24, Tuesday, February 25, and Wednesday, February 26, 2025. 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 May 31, 2024. 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.