

16th August 2024

Chief Executive Officer
Attention: David Taylor
Shire of Nannup
NANNUP WA 6275

RE: SPONSORSHIP OF THE 2024 WA BOUTIQUE AND SINGLE VINEYARD WINE SHOW

Dear David

I am writing to you with a request for the Shire of Nannup to consider being a sponsor for the 2024 WA Boutique and Single Vineyard Wine Show, coordinated by the Blackwood Valley Wine Show Committee.

The 2023 response from the judges and exhibitors was very positive and once again the committee has decided to hold the 2024 WA Boutique and Single Vineyard Wine Show in Nannup.

We are asking if the Nannup Shire wants to participate again with some funds to cover accommodating 10 judges and to facilitate the show using the community meeting room to store and administer wines.

We would appreciate if the Shire would consider provide funding for venue hire and accommodation, with an estimate of \$3,040. Attached is a breakdown of the costs.

If sponsorship is granted the Shire of Nannup will be provided with the following:

- Naming rights of two prestigious trophies, these being:
Shire of Nannup Most Successful Blackwood Valley Exhibitor; and
Shire of Nannup Best Blackwood Valley Red Wine.
- Naming rights to the Judges dinner "Experience Nannup Judges Dinner" with an invitation to attend the event.
- 3 x mixed carton of show wines.
- Use of Shire logo on event promotional material, as well as entry forms.
- Use of Shire promotional banners, #ExperienceNannup.
- Trophy presentation videos with Shire logos in background, with the social media tags featured as a closing image.
- Exclusive promotional opportunities within the Shire of Nannup.
- #Nannup will be used for wine show posts and promotional posts.

KEY DATES:

19 November 2024 – wine sorting

20-21 November 2024 – judging

21 November 2024 – Experience Nannup Judges Dinner (held at Holberry House garden)

22 November 2024 – NP Shire to present trophies

22 November 2024 – Exhibitor Tasting

FYI, other facilities in Nannup that will benefit from the show are:

- Nannup Hotel for accommodation
- Nannup Brewery for a dinner
- Eziway for incidentals
- Nannup Bottleshop for beverages other than wine
- KAI Gourmet caterers for Judges dinner
- Accommodation throughout town to host committee members

We would appreciate if this request could be presented to the Shire Council at the next meeting for consideration. If you would like to discuss this proposal in further detail, please do not hesitate to contact me

Kind Regards

Maree Tinker
Committee Member
Blackwood Valley Wine Industry Association