

# sponsorship package



celebrating our 27<sup>th</sup> year!

The Ontario Wine Awards is dedicated to bringing education, support and accessibility of Ontario's local wine, culinary and agricultural industries to the public.

[WWW.ONTARIOWINEAWARDS.CA](http://WWW.ONTARIOWINEAWARDS.CA)

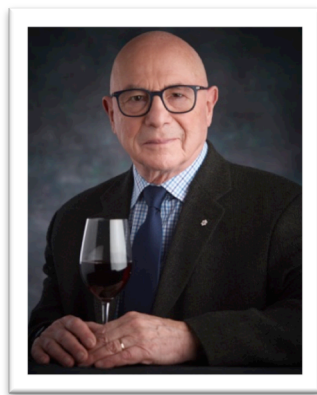


## table of contents

The Ontario Wine Awards History .....	3
Why Become a Sponsor? .....	4
Sponsorship .....	5
Sponsorship Opportunities .....	6
Title Sponsorship .....	8
Press Coverage .....	11
Activity Overview .....	12
Judging the Wines .....	12
Awards Presentation .....	13
Winetario - Consumer Event .....	14
Contact Information .....	15



## *celebrating our 27<sup>th</sup> year* the ontario wine awards history



The Ontario Wine Awards were founded by Tony Aspler, Order of Canada Recipient, as a means of showcasing the best of Ontario Wines. As an international wine consultant and judge with extensive experience in Europe and the new world, Tony is recognized as one of the leading authorities on Canadian wines.

In 1995, Tony approached Air Canada's Air Ontario with the concept and request for sponsorship of an Ontario based awards program. Embraced by both the airline and wine industry, the Ontario Wine Awards program was born, helping to establish Ontario wines as some of the most sought after and respected in the industry.

In 2001, Air Ontario was disbanded. Following the departure of the airlines' sponsorship, Tony teamed up with several corporate sponsors. It is with their continued dedication and support over the years that help bring the industry the regional, national and international attention it deserves.

Today, the Ontario Wine Awards boasts the participation of some 80+ wineries and more than 500 of the best VQA wines that Ontario has to offer. The awards pay homage to the hundreds of small businesses, farmers, restaurateurs and thousands of employees who dedicate their livelihoods to a prosperous Ontario.

*Photo Credit – Steven Elphick*



## why sponsor the ontario wine awards?

- Access 80+ owners, managers and stakeholders of Ontario wineries.
- Associate with a market-leading and well-established brand to get your message out.
- Structure your sponsorship package to communicate effectively within your target market.
- See your name in all printed advertising materials.
- Get links to your website.
- Integrate with other opportunities at the Ontario Wine Awards Presentation AND the 'Winetario' Consumer Event.
- Support the Ontario community and help build positive brand awareness for your organization.
- Encourage business within our own borders.
- Align with premium, brand-loyal consumers.
- Support Ontario's agricultural and entrepreneurial ventures.

And best of all, reach thousands of households through a multi-faceted social media campaign targeted at the affluent, educated homeowner who has money to spend on the finer things in life.



## sponsorship

Our sponsorship partners are positioned front and centre within a highly publicized and well attended Ontario Wine Awards. A multitude of sponsorship opportunities are made available for our partners to promote their brand, product or services to Ontario's wine-buying public and industry professionals. We work closely with individual sponsors, ensuring their message is presented effectively throughout the program. Our team maximizes your sponsorship package, within your level of sponsorship, to suit your marketing requirements.

Ontario Wine Awards is well exposed within our advertising materials, which are presented extensively via radio, printed materials, brochures, social media, as well as on-line banners, and press releases.

## regular contributing sponsors

### Platinum Sponsors

105.7 EZ Rock / Newstalk 610 CKTB  
Cogeco

### Gold Sponsors

Benchmark Restaurant  
Canadian Food & Wine Institute at Niagara College  
George Brown College Centre for  
Hospitality and Culinary Arts

Niagara Airbus  
VQA Wines of Ontario

### Silver Sponsors

Allen's  
Amcor  
A.O. Wilson Ltd.  
ASL Print FX  
Criveller Group  
Donna's Fashions  
FCC Agribusiness and Agri-Food

Fine Wine Reserve  
Grapes for Humanity  
IWEG  
LCBO  
VIA Rail Canada  
Vintage Assessments



## sponsorship opportunities

### bronze sponsor investment \$1,500

- Corporate name with website link from the Ontario Wine Awards site.
- Corporate name exposure at Awards Presentation.

### silver sponsor investment \$3,000

- The honour of owning one of the 2021 Ontario Wine Awards categories awarded to the winning winery.
- Corporate logo exposure in all OWA communications, major advertising, multimedia displays, and feature areas at the Awards Presentation and the 'Winetario' Consumer Event.
- Corporate logo exposure, including link from the Ontario Wine Awards site, in all social media campaigns and invitations reaching thousands of consumers.
- Two tickets to the Awards Presentation at Niagara College in Niagara-on-the-Lake.



## sponsorship opportunities cont'd

### gold sponsor investment \$6,000

- The honour of owning one of the 2021 Ontario Wine Awards categories awarded to the winning winery.
- Corporate logo exposure in all OWA communications, major advertising, multimedia displays, and feature areas at the Awards Presentation and 'Winetario' Consumer Event.
- Corporate logo exposure, including link from the Ontario Wine Awards site, in all social media campaigns and invitations reaching thousands of consumers.
- Two tickets to the Awards Presentation at Niagara College in Niagara-on-the-Lake.
- Two tickets to the 'Winetario' Consumer Event in Toronto.
- A private and intimate Ontario wine country tour and tasting for all Gold and Platinum level sponsors, hosted by Tony Aspler, for four of your corporate guests in the fall of 2021.

### platinum sponsor investment \$12,000

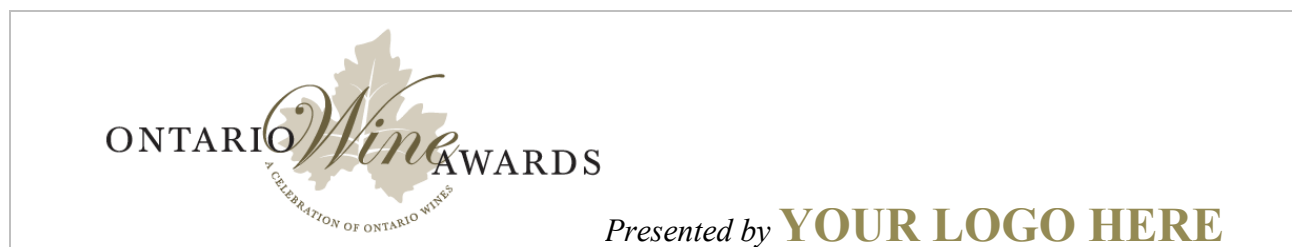
- The honour of owning TWO of the 2021 Ontario Wine Awards categories awarded to the winning wineries.
- Prominent corporate logo exposure in all OWA communications, major advertising, multimedia displays, and feature areas at the Awards Presentation and 'Winetario' Consumer Event.
- Corporate logo exposure, including link from the Ontario Wine Awards site, in all social media campaigns and invitations reaching thousands of consumers.
- Four tickets to the Awards Presentation at Niagara College in Niagara-on-the-Lake.
- Four tickets to the 'Winetario' Consumer Event in Toronto.
- A private and intimate Ontario wine country tour and tasting for all Gold and Platinum level sponsors, hosted by Tony Aspler, for six of your corporate guests in the fall of 2021.

*Platinum sponsorship can be individually structured to reflect the sponsors' business and marketing requirements.*



## title sponsorship \$25,000

- See your logo integrally incorporated into the design of the 2021 Ontario Wine Awards and used in all promotional, advertising, multimedia displays and communications material for both the Awards Presentation and 'Winetario' Consumer Event.



- Demonstrate or provide samples of your products at the Awards Presentation and 'Winetario' Consumer Event.
- Feel the prestige and know the honour of owning the two most distinguished Ontario Wine Awards:
  - 2021 Red Wine of the Year
  - 2021 White Wine of the Year
  - PLUS one additional category, for a total of THREE awards
- Share and brag about the link from the Ontario Wine Awards website home page advertising banner to your company corporate website.



- Benefit from the expanded reach of your corporate logo, including links from the Ontario Wine Awards website, in all social media campaigns and invitations, reaching thousands of consumers.





## title sponsorship cont'd

*Title sponsorship can be customized to reflect your business and marketing requirements.*

- Ten (10) tickets for you and your chosen guests to attend the Awards Presentation and Reception at Niagara College in Niagara-on-the-Lake.



- Six (6) tickets for you and your chosen guests to attend the 'Winetario' Consumer Event taking place in June 2021. Date and location to be confirmed.
- Receive recognition of you and/or your company as Title Sponsor, with prominent corporate logo placement through on-screen display and/or printed material, at both the Awards Presentation and the 'Winetario' Consumer Event.



## title sponsorship cont'd

- Experience and share an exclusive five-course meal hosted by Tony Aspler and the winemaker of one of the 2021 Wine of the Year award winners.
  - The Wine of the Year will be paired with one of the five courses
  - Other award-winning wines will also be served
  - 10 of your chosen guests will be invited to enjoy this sumptuous dining and wine experience
  - The dinner will take place at a mutually beneficial time and place



- Anticipate and enjoy a private and intimate Ontario wine country tour and tasting, hosted by Tony Aspler, for 10 of your corporate guests in the fall of 2021.



- Treat yourself and 20 of your business associates or key clients to a customized wine tasting event, hosted by Tony Aspler, to be scheduled at a mutually beneficial time and location.



## past press coverage received

### Printed Publications

VINES Magazine  
Quench Magazine  
NOW Magazine  
Ontario Tourism  
Post City Magazines  
VINTAGES Magazine  
LCBO Food & Drink Magazine  
Toronto Star

### On-Air Exposure

680 NEWS  
105.7 EZ Rock / Newstalk 610 CKTB  
Cogeco

### Write-Ups & On-Line Listings

Toronto Star  
680 NEWS  
Canadian Wine Guy  
[www.iyellowwineclub.com](http://www.iyellowwineclub.com)  
[ontariowinereview.com](http://ontariowinereview.com)  
Quench Magazine  
[LocalWineEvents.com](http://LocalWineEvents.com)  
[www.tasteto.com](http://www.tasteto.com)  
[www.tonyaspler.com](http://www.tonyaspler.com)  
NOW Magazine  
Post City Magazines  
[winesinniagara.com](http://winesinniagara.com)  
105.7 EZ Rock / Newstalk 610 CKTB





## activity overview

### *Judging the Wines – Date TBC*

*George Brown College Centre for Hospitality and Culinary Arts & IWEG*

The judging takes place over the course of one weekend in Toronto. All Ontario wineries producing VQA wines are invited to submit their wines into the OWA competition. Each submission is assessed blind by panels of accredited tasters, which are comprised of wine judges from the wine writing and teaching community. Their selection of gold, silver and bronze is an indication of high quality for the consuming public.

The competition draws more than 500 entries, in 27 categories, not including the prestigious Winemaker of the Year, Red, White and Sparkling Wines of the Year and Ontario Wine Journalism awards presented annually.







## activity overview cont'd

### *The Awards Presentation – Date TBC*

#### *Niagara College & Benchmark Restaurant, Niagara-on-the-Lake*

The winners will be unveiled at an afternoon presentation, hosted by a celebrity guest, which will be held at Niagara College and their Benchmark Restaurant in Niagara-on-the-Lake.

Sponsors, media, trade and winery representatives alike will be in attendance to help celebrate the successes of Ontario's wine industry. During the reception, attendees will be treated to local appetizers prepared by Niagara College student chefs that have been skillfully paired with a selection of Gold Medal wines.





## activity overview cont'd

### *Winetario - Consumer Event*

*George Brown College, Toronto – Date TBC*

Winetario will be an opportunity for the public to sample Ontario's award-winning wines first-hand. Hundreds of wine lovers will experience the best wines that Ontario has to offer, along with meeting the award-winning winery principals from 15 wineries.

This sell-out evening event is open to all consumers, attracting an average attendance of 200+ wine enthusiasts, and is a true celebration of the best of Ontario VQA wine!





## contact information

Sandy Kurbis  
Program Director, Ontario Wine Awards  
Cell: 905-334-2668  
sandy.kurbis905@gmail.com  
[www.ontariowineawards.ca](http://www.ontariowineawards.ca)