



PARTNERSHIP PROPOSAL

Swan Hill Region Food and Wine Festival

Friday 8 to Sunday 10 March 2019

Your opportunity to become involved





Background

The Swan Hill Region Tourism & Hospitality Committee held the inaugural Swan Hill Region Food & Wine Festival weekend in March 2011. The event aimed to celebrate and enhance the food and wine excellence in the Swan Hill Region, the heart of the Australia's food bowl.

The event was met with great enthusiasm from locals, visitors and the tourism industry about our region, our local products and our ability to put on such an event.

The festival was again a success in 2012, 2013, 2014, 2015, 2016, 2017 and 2018.

Building on the success of the Festival

There were over 2 000 visitors to the festival in 2018 which included visitors mainly from Swan Hill and surrounding areas as well as Melbourne and representation from QLD, NSW, ACT, SA and WA.

The venue and program was well received by our supporting partners and the public in general and all events were well attended. The PS Pyap Cruises were sold out.

Following the overwhelming positive response to the festival and the remarkable feedback we continue to receive, the committee is determined to see this festival continue and gather momentum. Given the opportunity over the coming years we believe this event could change the food and wine profile of the Swan Hill region as a tourist destination.

This event is becoming a Hallmark event on the Swan Hill regions calendar.

2019 Program

Friday 8 March	Official Opening Night Cruise on the PS Pyap
Saturday 9 March (day)	Food and Wine Display Areas throughout the Pioneer Settlement involving multiple local and regional producers/providers of fine food and wine to set up tasting. In addition, Pioneer Settlement would be fully operational. Music will be provided by: Aaron Shambri Band, Diesel and Code 5 Entry of \$20 includes glass and entertainment for Adults High School students \$10 Primary School students - No Charge
Sunday 10 March (day)	Designer Produce Market of fresh local fruit, vegetables and produce for sale.



Brand exposure and marketing opportunities

The Festival is a great opportunity to showcase the Swan Hill Region. We are encouraging the business and service providers in the region to become involved and to utilise this opportunity to showcase your products and services.

The event will be well marketed from November 2018 using targeted radio, print, digital and social media campaigns.

We will be utilising the swanhillfoodandwine.com.au website to promote the event as well as the Facebook page and producing a Festival Program, promotional posters, eNewsletter etc.

We will again be marketing the festival to surrounding regions including Bendigo, Ballarat, Echuca and Mildura.

Display Space - \$75 incl. GST

The Food and Wine Festival will only be a successful event for the Region with the support of multiple providers of either food or wine on the Saturday. Our prime aim is to encourage you to take up a display space for this purpose.

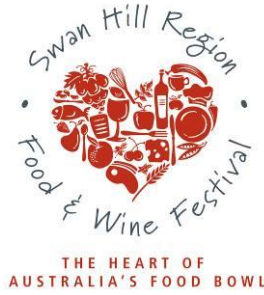
- Display site at Pioneer Settlement on Saturday 9 March 2018.
- Acknowledgement on the festival website and festival program
- Display of one company banner at event venue (provided by the partnership partner)
- Opportunity to sell your product (food / wine) between 11am - 6pm on Saturday 10 March 2018.
- Prize draw permitted (if desired) you are welcome to provide a prize and invite visitors to place their business card in the draw to win the prize etc.

Note: You will need to apply for a temporary liquor licence if selling alcohol on the day; a Food Handling Certificate is required as well as public liability of \$20 million.

Further information:

Should you require further information or wish to discuss how you can become involved in this exciting promotion for the Swan Hill Region, please contact:

Julie Wiggins
Festival Coordinator
Tel: 0407 826 177
Email: marketing@visitswanhill.com.au



APPLICATION FOR A STALL

(Please post to: Swan Hill Region Food and Wine Festival, PO Box 1588, Swan Hill Vic 3585 or e-mail marketing@visitswanhill.com.au)

Company / Stall Name:

Contact Name & Last Name:

Contact Number:

email address:

What product/s will you be selling:

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Do you require power? If yes, please list the electrical appliances you will be

using :

Powered sites are limited and subject to acceptance by the Food & Wine Festival committee

I attach a cheque for \$75 made out to Swan Hill Incorporated being the total cost of our partnership package including GST.

I have transferred my payment for \$75 being the total cost for our partnership package to the bank details below:

**Bendigo Bank, Account Name: Swan Hill Promotions and Development Corporation
BSB: 633 000; Account Number: 153695218 Reference: (your company name)**

Attached please find the following documentation:
Liquor licence (if swelling alcohol); Street Traders Permit (if selling food); Public Liability Certificate of \$20 million. **(Compulsory for all stalls)**

Terms & conditions: Display Space holders must be confirmed and paid 30 days prior to the festival
If a Display Space holder cancels after this date, they will be subject to a \$300 cancellation charge.