



EXPRESSION OF INTEREST
Exclusive Supply Opportunity - Sparkling Wine
WOMADelaide – 2025, 2026, 2027

Background

WOMADelaide is a four-day festival of music, arts and dance held annually on the second weekend in March, in Adelaide's inner-city Tainmuntilla/Botanic Park. WOMADelaide is presented by the WOMADelaide Foundation Ltd, a non-profit entity established to present the creative and cultural festival.

Over its 31 year history, WOMADelaide has evolved into a much loved and iconic destination for South Australians and visitors.

In 2023, over 110,000 people gathered to enjoy a program of 700+ artists in 100+ performances across 7 stages. Over half of attendees are visitors to Adelaide, with the largest interstate marketing being Victoria and New South Wales.

WOMADelaide audiences have a very strong affinity with wine. Wine consistently presents as one of the top three areas of interest for survey respondents, along with Tourism and Fashion. Almost three quarters of visiting audiences visit regions while in South Australia, including SA wine growing regions. More information regarding WOMADelaide audience demographics can be supplied upon request.

Future WOMADelaide dates are:

- 2024: weekend of 8-11 March
- 2025: weekend of 7-10 March
- 2026: weekend of 6-9 March
- 2027: weekend of 5-8 March

Festival opening hours are typically Friday: 4pm-midnight and Saturday, Sunday, Monday: 11am-midnight.

Bars

WOMADelaide operates 9 bars (+ 1 restaurant bar within the Sanctuary Restaurant) across the site with a range of sponsorship and related supply agreements across the categories of beer, cider, wine, spirits and mixers/soft drink. Sparkling wine has not been available at WOMADelaide bars since 2020.

Due to our ongoing sustainability measures, all products are sold in reusable cups.

EOI

WOMADelaide is seeking expressions of interest from wine producers to supply the festival with sparkling wine, to be sold during the festival. It is intended that the successful supplier is the exclusive supplier of sparkling wine to WOMADelaide.

8 - 11 MARCH 2024 • BOTANIC PARK / TAINMUNTILLA

Produced by WOMADelaide Foundation Ltd / ABN 55 106 584 230 / ACN 106 584 230 / Managed by Arts Projects Australia & Womad Ltd. 12 King William Road, Unley SA 5061 P +61 8 8271 1488 E info@womadelaide.com.au W womadelaide.com.au

The WOMADelaide Foundation is a non-profit body established to present the annual WOMADelaide Festival and is registered on the Commonwealth Government's Register of Cultural Organisations

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WOMADelaide

THE WORLD'S FESTIVAL

While other wine varietals are available through all bars, there is no opportunity for the sparkling wine supplier to supply additional varietals, due to an existing exclusive wine partnership contract with SC Pannell.

Key points:

- Stock can be sold direct or via a wholesaler
- At event sales volume is anticipated to be around 1,200L
- Minimum margin expectation per unit sold at event is 75%

The WOMADelaide Foundation encourages wine suppliers to consider taking up a sponsorship as part of the EOI process.

A package of partnership benefits can be negotiated with the successful supplier, commensurate with the level of sponsorship investment, including:

- Exclusive Sparkling category naming rights
- Brand exposure and positioning - at event, online and in the printed event program
- Access to WOMADelaide audiences for marketing purposes via EDM and social media
- Ticketing and hospitality – VIP backstage ticketing packages and staff ticketing discounts
- Hospitality and invitation to the opening night function

Further information can be obtained by contacting
Kate Rowan, Partnerships Manager
kate@womadelaide.com.au

EOI's should be submitted in writing to Kate Rowan by COB Friday 22 March

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