

D'Vine Food & Wine Festival 2026 'Meet the Makers'



PRESENTED BY AROUND HERMITAGE ASSOCIATION

Sponsorship Opportunities

What makes the D'Vine Festival

The D'Vine Food and Wine Festival, set in the beautiful Hunter Valley, is a fantastic way to get your brand in front of a targeted market of 'Foodies', and those who love good wine, travel, hands on experiences and nature.

Our theme for 2026 'Meet the Makers' grows on the popularity of the 'Winemakers' Showcase' event in the 2025 Festival and is designed to feed people's growing appetite for the stories behind the brands and immersive experiences that shape memories.

Set around the well-known 'Hermitage wine and food trail,' The D'Vine Festival is bursting with arts, cultural, and gourmet demonstrations and experiences. Guests can drink wine straight from the barrel, tour a vineyard, learn cooking tips, and satisfy their thirst for information on where their food comes from, all in a fun lively festival atmosphere with transport provided.

The Hermitage precinct is a most significant area of Hunter Valley Wine Country, featuring some of the most highly rated premium wine producers, all presented with the picturesque backdrop of the Brokenback Mountains. The D'Vine Festival attracts people who value a premium product and are happy to pay for what they care about.

In addition to marketing to our event guests, we're including extra value for sponsors, with the ability to meet and network with wine makers, growers, producers, accommodation owners and local media.

Sponsorship includes digital and print exposure, along with generous ticket inclusions, and for the higher levels, the ability to showcase your staff and services at our two event hubs where every attendee will gather to pick up their 'Event Kits' and map out their day before exploring events via shuttle bus.



Who will you be reaching?

Guests come from Greater Sydney, Newcastle, the Central Coast and the wider Hunter Valley. We have also had considerable visitation from and will continue to advertise to the Northern Rivers, South East Queensland, Canberra and Melbourne. Our target markets include:

- Active couples, possible empty nesters interested in being educated and upskilled while taking a break.
- People with the means to travel regularly and can splurge on premium accommodation and activities, seeking wine and food experiences. They appreciate nature, relaxation, arts and culture. Our guests are likely purposeful, meaningful purchasers.
- Single escapers Age 20 – 35, with no children. Those who take short trips and travel with friends, looking to take a break from busy lives, relax, unplug, and reconnect. They are likely seeking activities, fresh immersive lifetime experiences. They are aspirational, educated, and socially aware.
- The local friends & family market visiting relatives in the area.

Exposure

In 2025 we built up some great brand awareness, which in turn provided exposure for our sponsors through branded collateral.

The D’Vine Festival is promoted via Instagram, Facebook, LinkedIn, the Festival’s own website, the Around Hermitage Association website, targeted Google advertising, YouTube advertising, Hunter Wine Country Tourism, the ATDW, visitor info centres, Participant EDMs, Around Hermitage EDMs and third-party editorials and print advertising. In 2024 & 2025, The D’vine Festival was featured or mentioned in:

- Selector & Wine Selector Magazine
- Hunter Coastal & Lifestyle
- Newcastle Weekly
- Hunter Valley Here’s to the Good Life
- Australian Traveller
- Your Hunter Valley
- The Hunter River Times
- Newcastle Herald



Exposure on
our digital channels

31,000
Website Views

285,000
Social Media Views

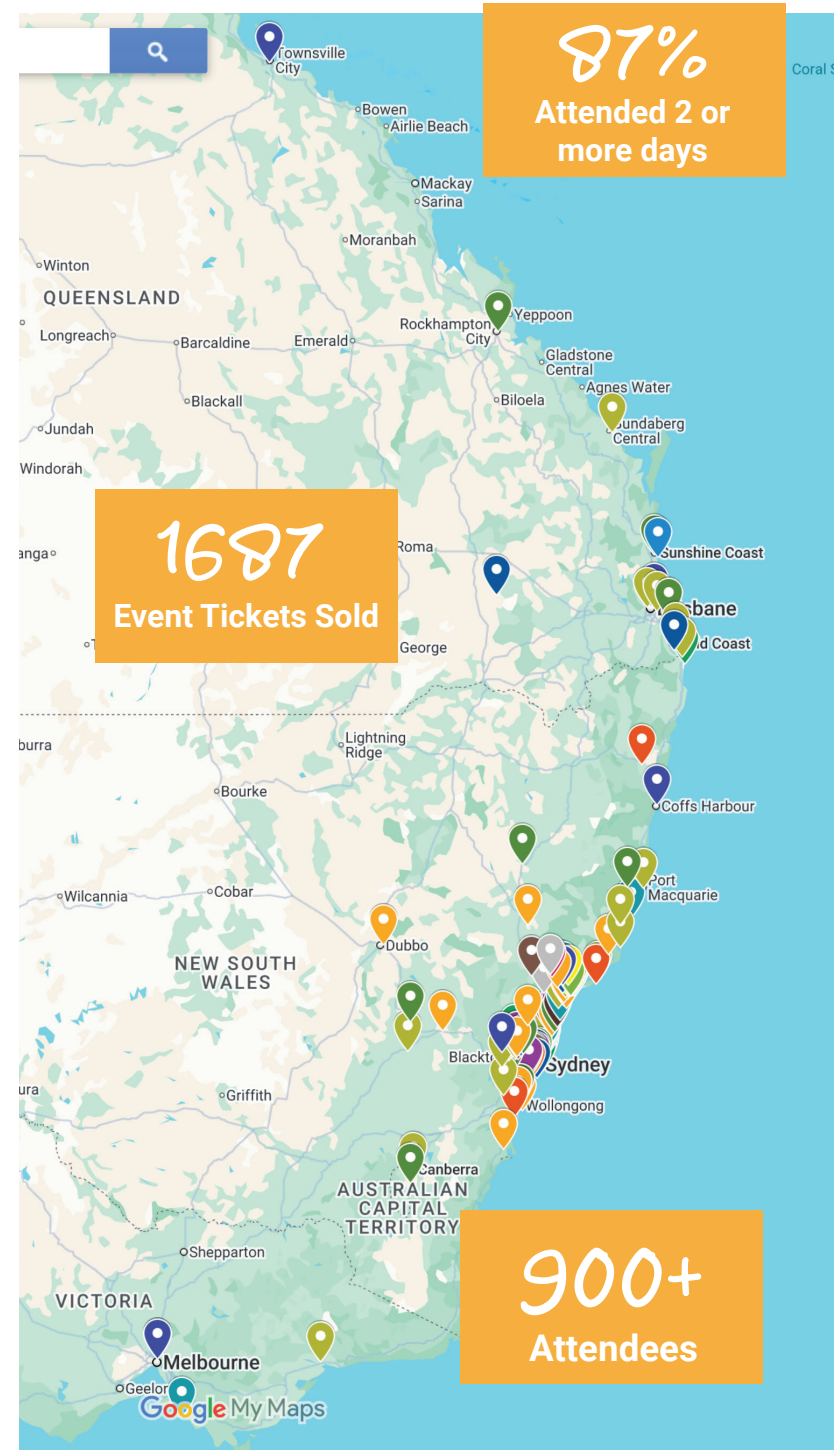
10,000
Printed Flyers
Distributed

Who Will You Reach?

in 2025 visitation from desirable Sydney suburbs was good, with a surprising number of groups coming from Queensland & the Northern Rivers. In 2026, we've already had our first international group book their flights and accommodation just for the festival.

<p>18</p> <p>Tickets registered to VIC postcodes</p>	<p>105</p> <p>Tickets registered to QLD & Nth NSW</p>	<p>123</p> <p>Regional NSW, Dubbo, South Coast, Orange</p>
<p>228</p> <p>Tickets registered to inner and North Sydney suburbs</p>	<p>108</p> <p>Tickets registered Newcastle & Nelson Bay</p>	<p>121</p> <p>Tickets registered Maitland & Cessnock</p>
<p>112</p> <p>Tickets registered to southern & western Sydney suburbs</p>	<p>78</p> <p>Tickets registered Central Coast & Lake Mac</p>	<p>188</p> <p>Tickets registered Singleton, Branxton local</p>

*Data from 2025 event. We anticipate a 30% growth for 2026



Sponsors and Event Partners

We're looking to partner with businesses and organisations with values like our own. We value locally sourced, Australian products, and ethical dealings.

We have 4 levels of sponsorship available and media and in-kind sponsorships arrangements available.

All sponsors must be approved by the Around Hermitage Association and any provided collateral must adhere to our guidelines.

Be one of the foundational sponsors of the fantastic new event and enjoy being given priority for years to come!

If you'd love to support our event in another capacity, please get in touch with tickets@d-vine.com.au with your idea.

Sponsors or Event Partners who sign on for three years upfront will receive all the same exposure with a discount.

Platinum

\$10,000/year with a total commitment of \$30,000 over 3 years

Gold

\$5,000/year with a total commitment of \$15,000 over 3 years

Silver

\$2,500/year with a total commitment of \$7,500 over 3 years

Bronze

\$1,250/year with a total commitment of \$3,750 over 3 years

Media

Flexible sponsorship available for various levels of media exposure



	Platinum	Gold	Silver	Bronze	Media
Tickets	10 GA Tickets	6 GA Tickets	4 GA Tickets	2 GA Tickets	2 GA Tickets
Promotion	Announcements at the event hub, referred to as an event partner	Announcements at the event hub	Announcements at the event hub	Announcements at the event	Announcements at the event
Website	Logo, link and long bio included on event website as an event partner	Logo, link and short bio included on event website	Logo and link included on event website	Logo and link included on event website	Logo and link included on event website
Social Media	Mentions in 5 social media posts, including 2 focus posts	Mentions in 3 social media posts, including 1 focus posts	Mentions in 2 social media posts	Mentions in 1 social media post	2 social media posts, 1 pre and 1 post event
Posters	Event partner on poster with prominent logo	Prominent logo included on posters	Logo included on posters		
Accommodation	1 x 2 night accommodation twin room for 2. 15% discount at Around Hermitage accommodation*	15% discount at Around Hermitage accommodation*	10% discount at Around Hermitage accommodation*		

*Only valid for the event weekend

Program

Logo, 30 words and scannable QR code in program, referred to as an event partner

Prominent logo and link on program, referred to as a major sponsor

Logo and link on program, referred to as a sponsor

Small logo on program, referred to as an event supporter

Referred to as a media partner on our program (only available to 2 organisations)

Event Passport

Logo and event partner on printed passport

Small logo printed on event passport

Presentation

Opportunity to present in person at 1 AHA meeting per annum

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Email

Opportunity to provide a marketing or information piece twice annually in our regular newsletters

Opportunity to provide 1 marketing or information piece to be sent out to the AHA Database

Event representative & collateral

A place for your team at our event hub with the ability to give away special offers and meet guests

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Opportunities for networking with AHA members



Other Opportunities

Showbag collateral inserts – things like pens, bottle openers, sanitiser, water bottles + a piece of advertising of your choosing

Showbags – pay for fabric or paper showbags and have your logo printed on them with a QR code to your website (we won't accept plastic bags)

Lanyards - pay for event lanyards to have your logo printed on the strap

Passport printing – pay for passport printing in exchange for a special offer

Sponsorship and Marketing Guidelines:

No written collateral will be accepted or circulated that defames, degrades, or objectifies any person or business, or is otherwise deemed offensive.

No physical promotional materials (in showbags or any other format) will be accepted or circulated that are sexually inappropriate or deemed offensive.

We won't partner with any businesses promoting gambling, smoking, or vaping.

Recycled or biodegradable materials are encouraged.

Locally sourced, Australian made promotional products are encouraged.



www.d-vine.com.au



Supported by Singleton Community & Economic Development Fund