



VisitVineyards.com
WINE | FOOD | TRAVEL

Promote your business at no cost

to our 20,000+ wine and food travel subscribers and 30,000+ monthly website visitors

- We **promote wine and food travel** via our website, newsletters and associations with businesses including the Melbourne Food & Wine Festival, Fed Square, The Age, Sydney Morning Herald and others.
- Our **Member Benefits program** connects our Members (wine and food interested consumers) with businesses like yours and we are **currently expanding this program into your region.**
- Your business already has a free listing on www.VisitVineyards.com but by joining our Partnership program, **you will be actively promoted online.**

What we can do for you:

- **VisitVineyards.com Partners** provide our Members with exclusive offers, experiences and other benefits.
- **You are not charged a fee to become a Partner.**
- **We promote your offers through our website, newsletters and alliances** - this is targeted, free online advertising reaching thousands of wine and travel interested consumers.
 - Your offers are visible on our website for much longer than any print advertisement.
 - You control the cost of your offer.
 - It won't cost you a cent until our Members are at your door, spending money with you.

VisitVineyards.com Partners, John & Sandra Annison, The Gatehouse at Villa Raedward, Yering, say: "*Yours is exactly the market segment we are trying to target. (Because) there is no upfront cost (we can save) on advertising... Even better is that the cost ... is contingent upon Members taking the offers up so it's a real 'payment by results' scenario for us.*" (March 2009).

Becoming a Partner - as easy as 1, 2, 3!

1. **Create an exclusive offer or experience** (or two or three!) that will attract our Members to your door. Browse www.VisitVineyards.com/members-offers for inspiration.
2. **Contact Sara Schwarz**, our helpful and friendly Partner Manager for assistance or to discuss your ideas. (Ph 0424 379 996 or email sara@VisitVineyards.com)
3. **Complete the Expression of Interest form** (attached) with your offer(s) and return it asap by fax or post (details on right of page).

Sara will then confirm all details and send your VisitVineyards.com 'Welcome Pack' including a basic contract, details on how our Members identify themselves, a FAQ sheet, brochures, stickers and more. **Your Member Offers will then be uploaded onto VisitVineyards.com and promoted to all!**

To see how we are marketing businesses like yours, **sign up as a subscriber (free)**. Go to www.VisitVineyards.com, enter your email address into the Subscribe Now box on the right hand side, and fill in the short form.

We look forward to hearing from you and working together to increase visitation to your business and to your region.

VisitVineyards.com - partnering in your region now.



PARTNER INFORMATION KIT

Expression of Interest Form



COMPANY/BUSINESS NAME (YOUR LEGAL TRADING NAME):

KEY CONTACT (FULL NAME):

PREFERRED NAME:

POSITION:

POSTAL ADDRESS:

TOWN/SUBURB/AREA:

STATE:

POSTCODE:

PHYSICAL ADDRESS (TO APPEAR ON WEBSITE):

TOWN/SUBURB/AREA:

STATE:

POSTCODE:

PRODUCT NAME (TO APPEAR ON OUR WEBSITE e.g. Willow Creek Vineyard):

RELATED PRODUCT NAME(S) (e.g. Salix Restaurant):

EMAIL (OF CONTACT PERSON):

EMAIL TO APPEAR ON WEBSITE (E.G. FOR BOOKINGS, SALES ETC):

PHONE (OF CONTACT PERSON):

PHONE TO APPEAR ON WEBSITE:

MOBILE NO (OF CONTACT PERSON, IF APPLICABLE):

MOBILE TO APPEAR ON WEBSITE (IF APPLICABLE):

FAX (OF CONTACT PERSON, IF APPLICABLE):

FAX TO APPEAR ON WEBSITE:

WEB ADDRESS (MAIN SITE URL):

DESCRIPTION OF POTENTIAL VISITVINEYARDS.COM PARTNER OFFERS (REMEMBER THIS IS AN EXPRESSION OF INTEREST ONLY AND THE SUGGESTIONS YOU MAKE NOW ARE NOT BINDING) (SEE PAGES 5 AND 6):

OFFER 1

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OFFER 2

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If insufficient space, please write overleaf in space provided.

Yes I want to be involved. Please contact me to follow up. I'm happy with the above offer, please send me my contract.

Signed: Date:

NOTE: if you/your company has more than one business/product type that you would like to be included (e.g. a winery, with a restaurant and accommodation), and you wish to provide benefits to our Members for each product type, please photocopy this form and fill in one form per product.

If you have a related business operated by a lessee or another owner, please ask for a separate application kit and forms for them. Please print neatly and/or use capitals.

Please fax your completed form to Sara on f (03) 8774 1505, or post to:

Sara Schwarz
 VisitVineyards.com Product Manager
 C/- Sara Schwarz Consulting
 54 Shearwater Drive
 Carrum Downs
 Victoria 3201

Expression of Interest Form

continued



DESCRIPTION OF POTENTIAL VISITVINEYARDS.COM PARTNER OFFERS (REMEMBER THIS IS AN EXPRESSION OF INTEREST ONLY AND THE SUGGESTIONS YOU MAKE NOW ARE NOT BINDING) (SEE PAGES 5 AND 6):

OFFER 3

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OFFER 4

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ANY OTHER INFORMATION YOU WISH TO PROVIDE:

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*Please fax your completed form to Sara on
f (03) 8774 1505, or post to:*

Sara Schwarz
VisitVineyards.com Product Manager
C/- Sara Schwarz Consulting
54 Shearwater Drive
Carrum Downs
Victoria 3201