

new

# RACV and VisitVineyards.com regional wine & food program

*Your invitation to participate in an exciting new regional tourism initiative*



## GET NOTICED

by two million  
RACV members.  
Drive visitation and  
sales to your door.

Participation is limited so apply early and  
be the first to reach RACV members

## Launching July 2010





## What is it?

Show Your Card and Save (SYCAS) is a well-established, global program offering discounts to members of motoring organisations. In Victoria, this high profile program is operated by the **RACV which has two million members**, all eligible for SYCAS discounts.

RACV and VisitVineyards.com are now combining to bring wine regions into the SYCAS program with a brand new campaign actively encouraging RACV members to experience Victoria's wine and food at the source – with you!

**Selected wineries, vineyards, microbreweries, food producers and provedores** will be actively promoted on an exclusive, dedicated Regional Wine & Food Program website and through specialised marketing programs in :

- RACV Royal Auto magazine
- RACV Inroads eNewsletter
- RACV Show Your Card and Save
- VisitVineyards.com website and eNewsletter
- other VisitVineyards.com online programs

## How does it work?

It's simple for you and for the consumer:

- you offer a discount which is marketed by VisitVineyards.com to RACV Members
- you'll have a point of difference from your competitors – there are limited opportunities in each region and in each business type
- the marketing is all done for you by VisitVineyards.com and RACV SYCAS

## What do you get?

### Increased exposure, visitation and sales:

- your business in front of two million RACV members and other internet users
- incremental business – this program has been demonstrated to increase sales and create new business
- targeted online marketing
- an individual business listing with your discount on the SYCAS Regional Wine & Food Program website (launching July)
- includes premium upgrade worth \$180 for your existing VisitVineyards.com listing and additional advertising

## What does it cost?

- The VisitVineyards.com management fee is \$480 per year (inc GST) – that's just \$120 per quarter
- Unlike a print ad, your listing will be visible for a whole year, showcasing your business to RACV members
- POS material is free – we provide you with appropriate POS so your business is easily identified by RACV members

## Interested? Then get in early:

It's easy – for no upfront obligation, simply:

- decide your discount offer (see form for details)
- complete the attached Expression of Interest or download from [www.VisitVineyards.com/sycas-partners](http://www.VisitVineyards.com/sycas-partners) and send it to us today.

Sara will then contact you with further information and to discuss the next steps to join this exciting new regional wine and food program.

REPLY NOW  
FOR YOUR  
COMPETITIVE  
EDGE

### CONTACT DETAILS:

Sara Schwarz - Alliance Manager Victoria  
VisitVineyards.com  
6/38A Main Street Mornington Vic 3931  
p 0424 379 996 f (03) 8774 1505  
email: Sara@VisitVineyards.com



RACV & VisitVineyards.com  
 Regional Wine & Food Program  
 EXPRESSION OF INTEREST



**NOTE:** if you would like to include more than one business/product type (e.g. **a winery with a restaurant**) and you wish to **provide different discounts to members for each product type**, please fill in one Expression of Interest form per product. If you work with a related business operated by a lessee or another owner, a separate form for their business will be also required.

**PLEASE PRINT IN UPPERCASE**

<b>BUSINESS NAME:</b> _____		
Physical address: _____		
_____		
Town/suburb: _____	State: _____	Postcode: _____
Postal address: _____		
<i>(if different)</i>		
_____		
Town/suburb: _____	State: _____	Postcode: _____
Website address: www. _____		
Are you an existing VisitVineyards.com Partner? <input type="checkbox"/> Yes <input type="checkbox"/> No		
<b>YOUR name:</b> _____		
Position: _____		
Phone + mobile: _____		Fax: _____
Email: _____		

**Your business type:**

- Winery/vineyard     Restaurant attached to winery/vineyard     Microbrewery  
 Food producer/seller/provedore/maker etc     Other: \_\_\_\_\_

**Proposed discount\*:**

- 15%     20%     Other %: \_\_\_\_\_     I'm not sure - need to discuss

*\*Note: Wineries/vineyards minimum discount of 15% is required. If this is not feasible for your restaurant or food business, please discuss with us.*

**To further increase your sales potential, might this also apply to online sales?**

- Yes     No     I'm not sure - need to discuss

*Depending on supplier response, we are considering this as part of our second program development phase.*

**Terms & conditions of your discount:**

You can discuss any terms and conditions you may need to apply with us when we follow up your Expression of Interest. Whilst we appreciate you won't be able to discount every wine, meal or product you sell, or offer discounts every day, to make your business more attractive to SYCAS members, please limit these as much as possible. The strength of the SYCAS program is its simplicity for you and the users.

Please forward your completed form to Sara:

**Email:** [Sara@VisitVineyards.com](mailto:Sara@VisitVineyards.com)  
**Fax:** (03) 8774 1505  
**Post:** Sara Schwarz  
 Alliance Manager – Victoria  
 VisitVineyards.com  
 6/38A Main Street  
 Mornington VIC 3931

**QUERIES? CONTACT SARA ON 0424 379 996**

*Please note, these discounts will be available members of all Australian Auto Clubs who visit your business.*