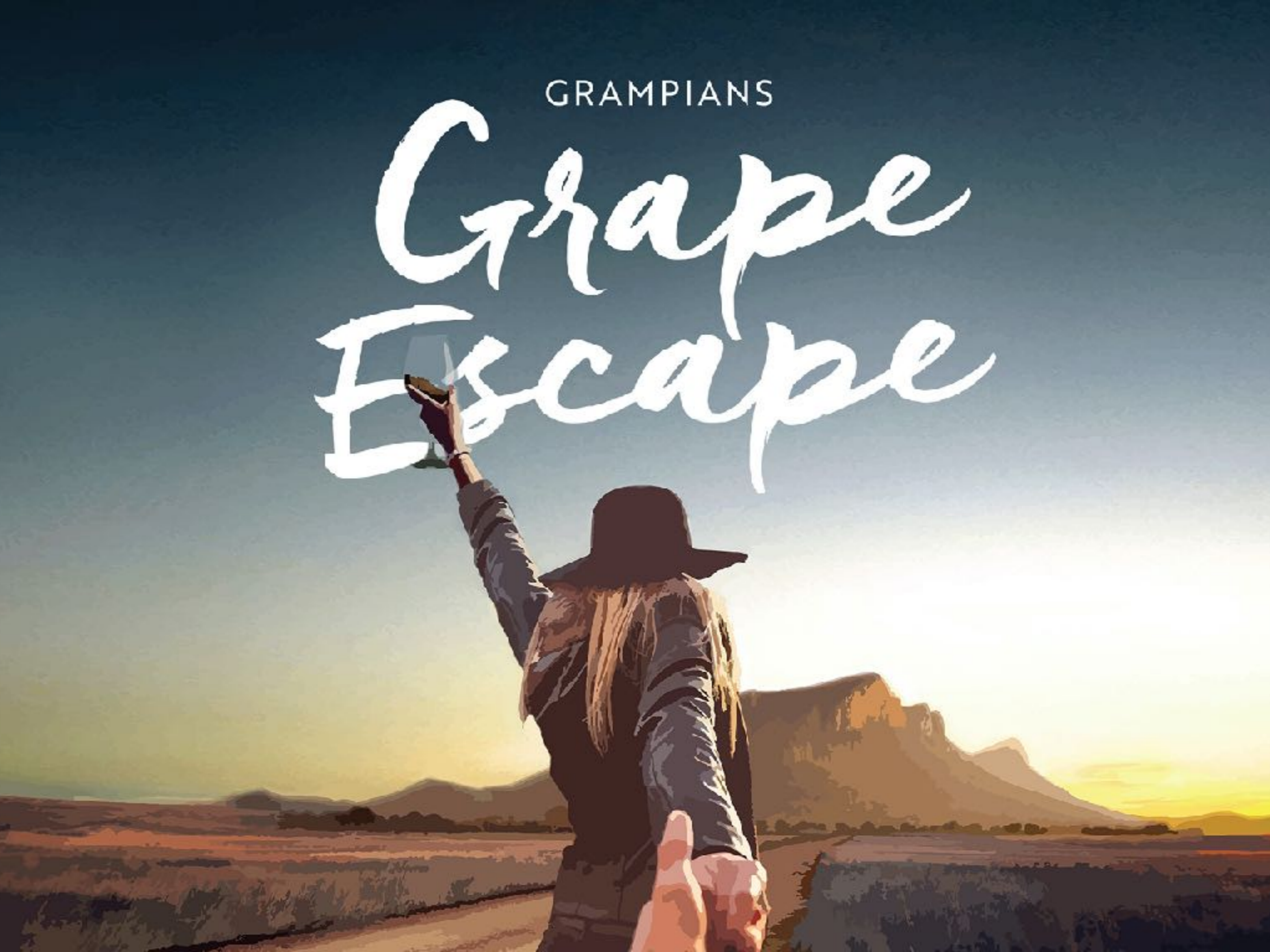


GRAMPIANS

Grape Escape



STALLHOLDERS INSPIRATION & IDEAS KIT

Grampians Grape Escape, 2022



THANK YOU AND WELCOME

Thank you for exhibiting at the 2022 Grampians Grape Escape.

After a two year hiatus, the crew from Oregional Collective together with the Grampians Grape Escape board are truly looking forward to this years event.

Ticket sales are travelling along nicely and our marketing and promotional campaigns are again seeing fantastic results and feedback.

On top of festival sales, involvement with one of Australia's longest and most loved Wine & Food festivals can provide many benefits, and we'd like to share with you festival initiatives and how to capitalise on your involvement, plus tips and ideas that have inspired us along the way.



FESTIVAL INITIATIVES & RECOMMENDATIONS

It is Oregional Collective's fourth year of event managing GGE and third doing the marketing and creative. We'd like to take this opportunity to summarise the initiatives that have been introduced and ways you can capitalise on your involvement with the festival.

WEBSITE

The GGE website is receiving a lot of traffic. **Please check your exhibitor listing** on the GGE website and ensure that:

- It inspires people to visit your stall
- The images provided are appealing and relevant
- It is the right logo

Send through any updates to ness@oregionalcollective.com.au

REMEMBER: the content provided is also what will be used (or parts of) on the GGE social media accounts and on the website for future years (unless updated). PLEASE NOTE: listings are being updated regularly, if it is not there, it will be soon.

FESTIVAL INITIATIVES & RECOMMENDATIONS

SOCIAL MEDIA

We've ensured a strong social media presence from festival to festival. Both Facebook and Instagram have seen fantastic organic growth and reach.

Social media posts are being scheduled for exhibitors throughout our campaign. These posts are of great value and any special requests can be accommodated if relevant by emailing ness@oregionalcollective.com.au.

What can you do?

- Follow Grampians Grape Escape on [Facebook](#) and [Instagram](#) and keep up to date
- Share the Grampians Grape Escape Facebook page event on your page/s (personal / business)
- Like, comment, share on posts across both platforms
- Change your cover profile pic to the exhibitor festival one provided for an amount of time
- Invite your friends to follow the Facebook page and / or event
- Tag **@GrampiansGrapeEscape** in your posts on Facebook or **@ggefest** on Instagram
- Use hashtags **#ggefest #grampiansgrapeescape #grampianswine #madethegrampiansway #thegrampiansway #grampians #visitvictoria #visitmelbourne #trythenbuy #stopandshop**

FESTIVAL INITIATIVES & RECOMMENDATIONS



Facebook Cover Profile Pic for GGE Exhibitors

FESTIVAL INITIATIVES & RECOMMENDATIONS

BLOGS & EDMs

Exhibitors are encouraged to make contact with the festival to explore cross promotional activities and blog opportunities. Blogs are hosted on the GGE website, which assists with SEO and are also promoted across social media and eDMs. eDM's are sent regularly to festival goers, volunteers and exhibitors.

What can you do?

- Contact ness@oregionalcollective.com.au with any cross promotion ideas / blog opportunities, even if these are post event.
- Take a look at current BLOG content on the website for ideas: <http://grampiansgrapeescape.com.au/blog/>

COUNTER CARDS & POSTERS

Counter cards will not be produced for the 2022 given time restrictions, however the festival will be doing AO street posters in Melbourne.

What can you do?

- If you have a predominant position for one of these to be displayed please email ness@oregionalcollective.com.au

FESTIVAL INITIATIVES & RECOMMENDATIONS



FESTIVAL INITIATIVES & RECOMMENDATIONS

COMPETITIONS, PR & PROMOS

Cross promoting have been introduced with exhibitors / partners. This increases word of mouth and creates excitement around the festival. We work closely with Grampians Tourism on leveraging PR opportunities for the festival and our exhibitors, including digital promotions with Visit Victoria. If you have any cross promotion ideas, please contact ness@oregionalcollective.com.au.

EACO & JOTFORM

The electronic application process introduced via JotForm in 2018 continues. EACO is a good governance portal that allows vendors to store all governance documentation and marketing images/logo. The system provides reminders when forms expire and can be accessed for your day-to-day operations and other events. This is a great value add for our GGE exhibitors.

FESTIVAL INITIATIVES & RECOMMENDATIONS

RESOURCES PORTAL

The resources portal has been fine tuned allowing exhibitors to access information relating to the festival including social media tiles, exhibitor kits, emailer updates, and more. Save the following into your bookmarks:

<http://grampiansgrapeescape.com.au/exhibitor-resources>

Username: GrampiansGrapeEscape **Password:** #2022

This year, the GGE team have not only provided more social media content to use, but have written copy, provided an image and tile gallery and provided social media tips to assist exhibitors promote the festival, also as another value add to help to assist many with their own accounts.

FESTIVAL INITIATIVES & RECOMMENDATIONS

STRATEGIES TO HELP INCREASE SALES

ENVIRO BAGS / HASHTAGS

GGE will be rolling these out again with GJ Gardner Homes as sponsors. The bags have sections to hold up to 6 bottles plus pull apart in the middle allowing space to store produce / handmade goods. These encourage those who would typically purchase 1-2 bottles to buy more.

Extra bags will be available to purchase at the Information Marquee and a bag box for those not wanting their bags after the festival so they can be reused for festival goers wanting another bag.

Hashtags **#trythenbuy** and **#stopandshop** are still being used across relevant platforms including the bag. These, along with other communications around supporting our exhibitors, will encourage people to consider their buying behaviour.



FESTIVAL INITIATIVES & RECOMMENDATIONS

STRATEGIES TO HELP INCREASE SALES

POLYCARBONATE TUMBLER / HASHTAG

The #trythenbuy hashtag will also be used on the festival tumbler. Like the enviro bag, we expect these tumblers to provide ongoing promotion of the festival being used over and over...think caravanning, picnics, BBQs, camping, fishing, hiking, backyard parties...There were issues with the tumbler in 2018, due to no fault of the festival, however in 2019, the festival has 100% ensured they are entirely dishwasher proof, shatter proof and are polycarbonate, BPA / BPS free. They also include a:

- ✓ 30ml tasting line
- ✓ 150ml pour line



GRAMPIANS
*Grape
Escape*
#trythenbuy

FESTIVAL INITIATIVES & RECOMMENDATIONS

STRATEGIES TO INCREASE SALES

WINESTORE

So people don't have to carry their purchase goods for the festival, we introduced a winestore for use by Tasting Ticket Holders (free), GA ticket holders can use for a small fee.

They can be left at the festival with overnight security and picked up as late as Monday morning so they don't have to walk back to their accommodation with the bag. Any purchases can be left there too. People will also be able to cloak coats, camp chairs, etc. You can help increase your sales by letting people know of this service.



FESTIVAL INITIATIVES & RECOMMENDATIONS

STRATEGIES TO INCREASE SALES

MOTHER'S DAY PROMOTION

We will provide exhibitors who request it, a love heart cut out to display on their marquee sign indicating a Mother's Day gift pack / special is available at the stall. This will be promoted in the program and exhibitors are encouraged to work together on gift packs, i.e: handmade products & wine, wine & chocolate, etc.

We will tie this in to a #cheerstomum #cheerstofun promotion / competition.

SIGNAGE

Signage promoting the hashtags #shopandstop #trythenbuy will be displayed around the festival village.

STOP & PLAY STATIONS

People loved the introduction of the kids play zones among the isles so kids can be kept occupied while parents #trythenbuy and #stopandshop. This will be rolled out again with new activities. Hell, we're even hand making playdoh that will last!!!



FESTIVAL INITIATIVES & RECOMMENDATIONS

STRATEGIES TO INCREASE SALES

LABEL LOUNGE

The Label Lounge is an additional styled marquee package set next to your sales marquee with invitation only access that provides an engaging space to talk more about your label to potential VIP customers.

There are many benefits to this upgrade option including:

- **a more personal tasting / buying experience**
- **visual 'theatre' and interest**
- **point of difference**
- **experience for new members**
- **GGE promotion for exhibitors**

Details have been emailed and are included in the portal.



FESTIVAL INITIATIVES & RECOMMENDATIONS

OTHER

VIDEO / PHOTOGRAPHY

Again we will invest in more photography and videography, we analyse our current stock and identify gaps, including our regular exhibitors, so we have the best photos to promote you and the festival.

What can you do?

Exhibitors are able to purchase rights from the festival photographer to images that they would use to promote their business in their own marketing materials. Far cheaper and easier than arranging a photography shoot.

Email ness@oregionalcollective.com.au for details by Friday 8th of April and it can be added to the brief or can be requested post event with any pics taken.



FESTIVAL INITIATIVES & RECOMMENDATIONS

OTHER

WORKSHOPS, MASTERCLASSES & DEMONSTRATIONS

The Masterclass program has been curated for spectator viewing as has the cooking demonstrations, which this year includes a butchery masterclass with Geoff Jansz and The Meat Room plus many other cross promotions including the Groke Hamilton, Cat Clarke and more.

What can you do?

Get yourself to one of the exhibitor masterclasses this year and start thinking about what you could do in 2023.



FESTIVAL INITIATIVES & RECOMMENDATIONS

OTHER

REGIONAL PARTNERSHIPS

We have worked hard to establish and develop regional partnerships so we can all work together on the bigger picture: increasing tourism and encouraging visitors to live, work, invest in the region, all for the greater good of the local economy and community. These partnerships include:

- * David O Jones Mitre 10 (Little Adventurer's Precinct)
- * Halls Gap Lakeside Tourist Park (Souvenir Tumbler)
- * G.J. Gardener Ararat (Enviro Bags)
- * Northern Grampians Shire
- * Grampians Tourism
- * Stawell Gold Mines (Rock Climbing Wall)





STALL IDEAS & TIPS



THOUGHT STARTERS FOR STALL HOLDERS / FOOD TRUCKS

organic
kalamata
olives
2kg



BEST BEFORE: 29/03/2017

Produced and packed by the
Melbourne Research
Centre
www.research.org.au
This product is
not suitable for
consumption by
children under 3 years
of age. For more
information visit
www.research.org.au



**FILL YOUR BACK
WALL WITH
GREAT SIGNAGE**

Gold Central Victoria

Try our
best selling
Smoked Garlic
Vinaigrette



**STAND OUT WITH
A UNIQUE FASCIA**

MADAME CROQUETTE

ORDER HERE

THE BITE DOGS
Chinese Pork Buns
and Braised Cabbage
Mac and Cheese
Crispy Chicken
Crispy Chicken

**FRESH
ONLY**

RAMPAINS
GRAPE ESCAPE
WINE & FOOD FESTIVAL
80

**DECORATE
FROM TOP
DOWN**



**BRING A COOL
SERVICE BENCH**



**DECORATE, MAKE
THE MOST OF
YOUR SPACE AND
CREATE A
WELCOMING AREA
(with a smile)**



Hand crafted soaps and lotions made locally from Organic
Toscana olive Oil from the Grampians

www.farmhousesoaps.com.au

Find us Facebook and Instagram



**COMMUNICATE
YOUR CAUSE /
MESSAGE**



**GET CREATIVE &
CRAFTY**



**GET CREATIVE &
CRAFTY**



**GET CREATIVE &
CRAFTY**



BOOKINGS
0438 981 438

FUN ACTIVITIES
(look to upgrade your
marquee size for
greater engagement)



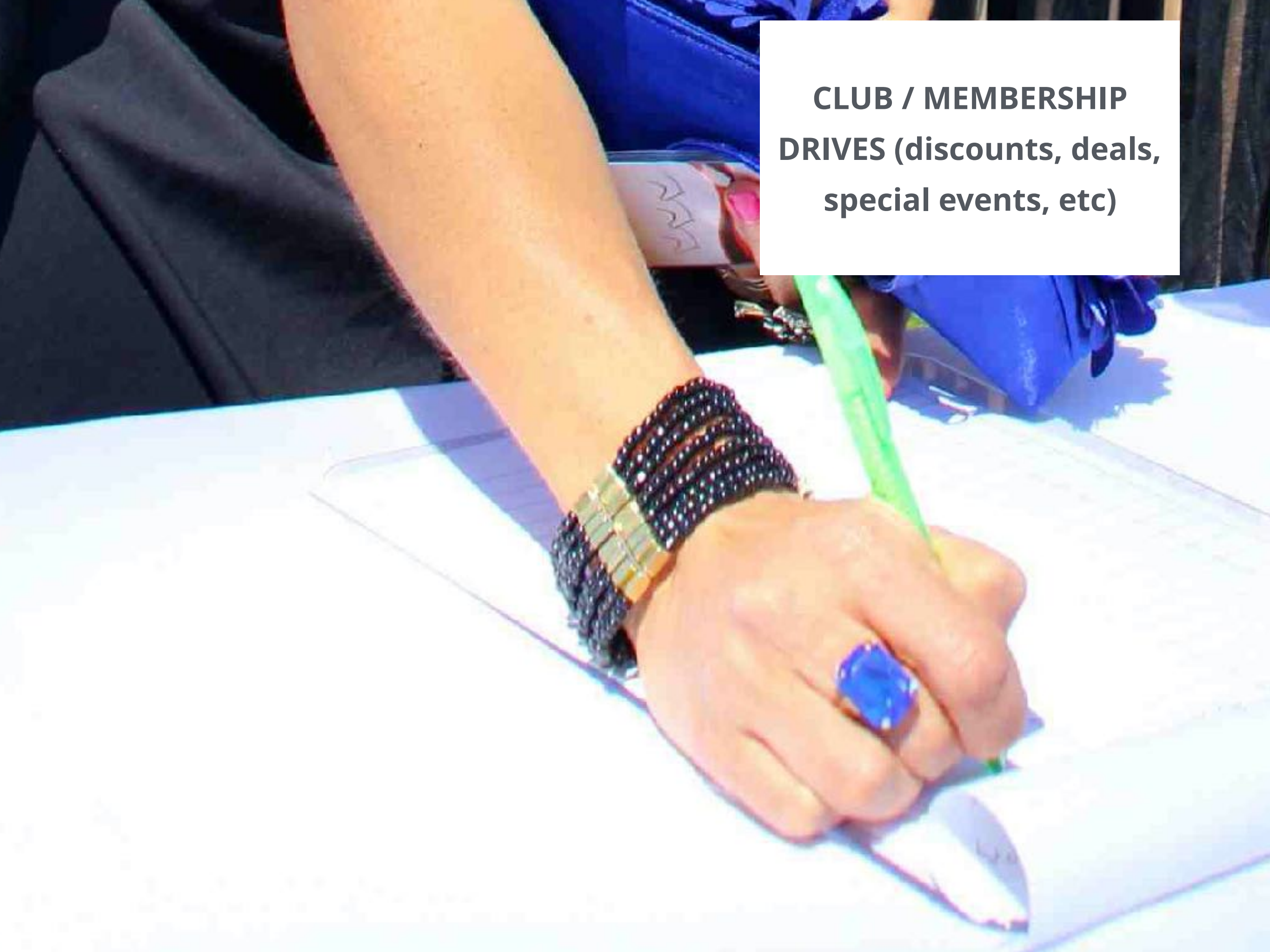
**THINK SMART,
EASY-TO-SEE
DISPLAYS**



DATABASE SIGN UP STRATEGIES, ie: COMPETITIONS

WIN!
THE BELL TO
OF YOUR
DREAMS


WIN! A LUXURY BE

A close-up photograph of a person's hand writing on a document. The hand is holding a green pen and is positioned over a white sheet of paper. The person is wearing a gold watch with a metal link band and a large, round, blue ring on their ring finger. The background is slightly blurred, showing a blue bag and a dark jacket. A white text box is overlaid on the right side of the image.

**CLUB / MEMBERSHIP
DRIVES (discounts, deals,
special events, etc)**

**SOCIAL MEDIA
INCENTIVES / FUN**



- 
- > SPECIALS / DISCOUNTS
 - > FESTIVAL ONLY PRODUCTS
 - > SPECIAL PACKS / STARTER PACKS
 - > MOTHERS DAY GIFT PACKS
 - > NEW RELEASES
 - > PRODUCT LAUNCHES



EASY TO READ, VISIBLE, NICELY PRESENTED MENUS WITH CLEAR DESCRIPTIONS (that are simple to understand). Consider reusable flyers / A-Frames.



**CONSIDER MARQUEE LAYOUT
(BUYING & TASTING)**

**NOTE: Buy Here / Taste Here signs
will be provided to Wine, Beer,
Cider, Spirit Stallholders**



CUSTOMER SERVICE:

- > Napkins, Cutlery, Condiments**
- > Know your site (toilets, ATM, etc)**
- > Free Drinking Water (alcohol stalls only)**
- > Branding (badges, uniform, aprons)**
- > Menus visible from 3m away**

#GGEFEST OFFICIAL PROGRAM
SAT 6 + SUN 7 MAY 2017



FESTIVAL OPENING TIMES
10AM UNTIL 6PM SATURDAY
9AM UNTIL 4PM SUNDAY
FREE WINE, BEER & CIDER
TASTINGS WITH A WINE LOVERS*
TICKET ENDS DAILY AT 4PM

DISCOVER THE D
ARTISANS WHILE YOU S
THE HEART OF THE

grampia

**CONSIDER AN ADVERTISEMENT IN
THE A5 FESTIVAL PROGRAM**

1/4 Page \$250 + GST

1/2 Page \$450 + GST

Full Page \$800 + GST

Art deadline 31st March



**> ENCOURAGE PEOPLE TO PURCHASE BY
HANDING OUT SMALL SAMPLES OF YOUR
FOOD**

**(use small cups, shot glasses,
tasting spoons, etc)**

**> OFFER PEOPLE A TASTE IF THEY LOOK
UNDECIDED**

> SUGGEST TAKE HOME PACKS FOR DINNER

> PROVIDE RECIPES FOR YOUR GOODS



**BRAND YOUR PACKAGING WHERE
APPROPRIATE / LOYALTY CARDS /
EXHIBITOR OFFERS**

A child's hands are visible at the top of the frame, holding a large, light-colored stuffed animal. Below the child, a meal is served in two cardboard containers on a yellow table. The container on the left is filled with golden-brown french fries. The container on the right contains a sandwich with visible fillings like lettuce, tomato, and meat. The background is slightly blurred, showing a green and white striped pattern.

THINK ABOUT KIDS SIZED MEALS



**DON'T SHY AWAY FROM FOOD /
BEVERAGE SERVICE THEATRE**

A woman in a red apron is using a card reader at a food counter. A man in a blue shirt is holding a card to the reader. A woman with long brown hair is smiling at the counter. In the background, there are trees and buildings. The counter has several food items in baskets.

GO CASHLESS
(ATM facilities are also available)



CONSIDER QUEING SYSTEMS


- > verbally or visibly acknowledge people upon arrival
- > let them know how long the wait will be



TOP WASTE

TIPS

- 1. Plan your purchasing and be prepared – try to minimise the packaging waste you produce at the event and sort your ingredients out into reusable containers before your arrive.**
- 2. Ensure you have an appropriate bin system that allows you to separate landfill waste, recyclables and organic waste at your site. Ensure that any staff understand which bins to use to reduce contamination.**



3. Reduce the amount of single use plastic by ensuring you have re-use options in your preparation space. Ensure you have appropriate washing facilities for re-usable items.

4. Any take-away options for your customers should be recyclable and encourage them to use the correct bins

5. Reduce food waste through better planning, purchasing and portion sizes for customers.

THANK YOU FOR YOUR TIME

You are all out in this events world regularly so should you have any ideas you'd like to share with us, please email ness@oregionalcollective.com.au, we'd love to hear them!



THANK YOU
OREGIONAL
COLLECTIVE