

GRAMPIANS

# Grape Escape



**PARTNERSHIP DECK**

A photograph of a large crowd of people at an outdoor festival. In the foreground, a woman with blonde hair is smiling and holding a young child in a brown hooded jacket. To her left, a man in a tan hat and jacket is seen from the back. The crowd is diverse in age and attire, with many people wearing hats and jackets. In the background, there are white tents and a large, rugged mountain under a cloudy sky. The overall atmosphere is festive and relaxed.

# A WINE, FOOD & MUSIC GETAWAY

HELD ANNUALLY OVER THE FIRST WEEKEND OF MAY

# GRAMPIANS GRAPE ESCAPE WE'RE PARTNERSHIP READY!

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- > Connect your brand with the vibrant energy of a renowned wine, food, and music scene.
- > Engage actively with lifestyle audiences through experience marketing.
- > Partner with an event that celebrates community values, supports local talent and businesses, and aligns with regional, state and federal tourism objectives for prosperity.



## PARTNERSHIP SHOWREEL



If the video doesn't play for you, please click [HERE](#).

# ABOUT

## GRAMPIANS GRAPE ESCAPE

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**Nestled in the mountains of Gariwerd, Grampians Grape Escape is a must for every wine, food and music lover, with many making it an annual pilgrimage.**

Feel-Good Friday kicks off the 3-day festival with live bands, food trucks, and the finest local drops. The full festival village opens on Saturday and Sunday, offering 100 stalls filled with wine, whisky, and more, along with masterclasses, guest chefs, live music, grape stomping, and plenty of kids' activities.

Held in Halls Gap in May, the festival tickets over 9,000, all inspired to taste the delights of the Grampians, Pyrenees, and Henty wine regions in one location. With three decades of history, Grampians Grape Escape has evolved into one of Australia's top wine and food festivals, recently listed by AMEX Essentials among the top 14 in the world.

SEE WHY [HERE!](#)



# ABOUT GRAMPIANS GRAPE ESCAPE

## A VISION WITH G-FORCE

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Grampians Grape Escape is managed and marketed by passionate and experienced specialists, governed by a skills-based Board of Directors representing the local council, tourism, winemaking, and other complementary industries. The festival also boasts a dedicated volunteer workforce of over 90, known fondly as our G-Force.

Fresh-thinking strategies, program development and collaboration with key stakeholders, have led to impressive sales and remarkable satisfaction levels among exhibitors and visitors.

### **The vision?**

To deliver a world-class event that showcases the wine region and promotes destination strengths for measurable economic, social, cultural and brand outcomes.



# THE IMPORTANCE

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Grampians Grape Escape is more than just an event; it's a highly anticipated social gathering that unites locals and visitors alike. It celebrates the region's best in wine, food, and music, creating connections and fostering a sense of community. Such regional events are essential for tourism, offering benefits that go beyond mere economic gains.

They help shape communities, preserve culture, and boost local industries and destination marketing efforts. Partnering with Grampians Grape Escape is not only a smart business investment but also a way to contribute to regional prosperity and success.

## **Regional events - More than just a great day out.**

Regional events are tourism's backbone, offering substantial benefits beyond the dollars and cents. Their impact on the community, culture, industry and destination marketing is invaluable for achieving diverse outcomes for prosperity.



# MARKETING (THE REGION)

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Grampians Grape Escape's marketing campaign not only raises awareness and sells tickets but also positions the Grampians as a premier destination for food, drink and music adventure. We don't simply launch a digital campaign and hope for the best; instead, we diligently collaborate, explore regional narratives, and assist exhibitors in promoting their businesses via our channels. Our proactive and comprehensive approach ensures that our partners reap the rewards of our campaign efforts.

## **Collaboration is key**

Grampians Grape Escape collaborates closely with its stakeholders to amplify the festival's impact and reach. From exhibitors to sponsors, the festival works hand-in-hand with its partners to promote the event and showcase the region's exceptional talent. This collaboration not only enhances the festival's marketing outcomes but also strengthens the broader tourism industry and community in the Grampians region.



**FESTIVAL GUESTS**

**COLIN FASSNIDGE** MKR GUEST JUDGE  
GARDENING AUSTRALIA  
GET GRUBBY TV

**COSTA GEORGIADIS** NOSE-TO-TAIL CHEF

**EMMYLOU MACCARTHY** @EMMYLOU\_JONES

**SARAH GLOVER** @SARAH\_GLOVER | T. WILD O. CO.

**DIRT GIRL** GET GRUBBY TV

**REBECCA SULLIVAN** GRANNY SHILLS

**WINE & FOOD**

120 EXHIBITORS | WORKSHOPS | MASTERCLASSES | DEMONSTRATIONS

**ENTERTAINMENT**

**LIVE BANDS + FREE KIDS FUN ALL WEEKEND**

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**GRAMPIANS**

*Grape Escape*

Presented by  
**BULGANA**  
GREEN POWER HUB  
NEOEN

**FESTIVAL PROGRAM**

*Grape Escape*

ENTRANCE: WED 12 AM - 6 PM / SUNDAY 6 AM - 4:30 PM  
\*Free admission & entry to all events with a valid ticket. \*Valid tickets only apply.

HALLS GAP - MAY 4 & 5 / TICKETS AT [GRAMPIANSGRAPEESCAPE.COM.AU](http://GRAMPIANSGRAPEESCAPE.COM.AU)

BULGANA GREEN POWER HUB | GRAMPIONS | REGIONAL | VAL GREENPAUL | VICTORIA



# MARKETING APPROACH

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We work to position the festival into identified markets using META, YouTube, local press and magazine, organic social media, database marketing, radio, print, Visit Information Centres, outdoor billboards and TV.

An exhibitor portal is updated each year with creative assets and copy that can be used or repurposed.

## PR

As part of the partnership with Grampians Tourism, Grampians Grape Escape collaborates with Progressive PR and has a great working relationship with the marketing and events team at Visit Victoria.

# TARGET AUDIENCES

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## AUDIENCE 1:

Grampians Grape Escape targets 35–65-year-old food, wine & travel enthusiasts, influential within their social circles, who seek enriching experiences and are willing to invest in entertainment. With a medium to high household disposable income, they value supporting regional events and communities.

## AUDIENCE 2:

Families with primary school-aged children or younger are also a key focus, providing age-appropriate kids' activities and a safe, welcoming environment.

## AUDIENCE 3:

Additionally, we aim to cultivate a loyal following of festival-goers aged 25-35, with a line up on par with many music festivals.





**FAMILIES**



**FOOD & WINE LIFESTYLERS**



**LATE GEN Y**

# THE PROGRAM

## FEEL-GOOD FRIDAY

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Feel-Good Friday at Grampians Grape Escape is a lively evening event that marks the beginning of the festival weekend. It features live music from five bands, a variety of food trucks offering delicious meals, and a selection of local wines and beverages.

Grampians Grape Escape is taking a different spin as of 2024 with ALL local bands, showcasing the musical talents of the region. It's about the community coming together and mirroring the festival's focus on local wine and produce over the weekend, but with music.

This day also allows the region to provides a warm welcome to visitors and showcases the region's spirit of celebration. And with support, it is this approach that we'd like to continue to develop and grow.



KICK GRAMPIANS GRAPE ESCAPE  
OFF EARLY WITH

# FEEL-GOOD FRIDAY

FRIDAY 3 MAY 2024

HALLS GAP RECREATION RESERVE

4PM-8.30PM

GRAMPIANS

Grape  
Escape

FRIDAY 3 - SUNDAY 5 MAY 2024



SOULTY | TRAPEZOID | NO PLANS | THE SETTLEMENT | ORANGE WHIP  
TICKETS FROM \$40 + BF @ [GRAMPIANSGRAPEESCAPE.COM.AU](https://grampiansgrapeescape.com.au)

Five incredible homegrown bands + delicious food trucks and the finest local drops around.





# THE PROGRAM

## SATURDAY & SUNDAY

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On Saturday and Sunday, the full festival village opens up, offering festival-goers a chance to enjoy cooking demonstrations by guest chefs, masterclasses, live music, kids' activities, and more. There are between 80-100 stalls offering a treasure trove of delights - from exquisite wine and top-shelf whiskey to tantalising calamari and delightful candles. Festival-goers get to meet the winemakers and experience a taste of the Grampians, all under one "roof".

The program takes months to craft perfectly with thought given to the festival journey, opportunities for exhibitors, unique offerings, strategies to further highlight designation strengths and talent, and the PR stories that could eventuate.



# WHAT FESTIVAL GOERS ARE SAYING

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## **Festival Goer - Fran O'Neil**

Thanks guys - it was THE BEST. Was so good to be back. Still recovering. Think the Friday was a great addition by the way. Loved dancing in the rain to amazing music.

## **Festival Goer - Madeline Paterson**

Well done to Kate, Ness and the whole team! What an amazing weekend we have had! I can't wait to do it all again next year!

## **Festival Goer - Leanne Burns**

Congratulations on a job done exceedingly well. It was great to be back!

## **Festival Goer - Michelle Henderson**

I attended for the first time and it was so well organised. Well done to the volunteer's. The variety of vendors and tasting was worth the ticket cost. And was family friendly.

**Survey results show 4.65 out of 5 for overall festival satisfaction. 92% plan on attending again (72% very likely, 19% likely). 75% said they were likely to visit the Grampians before the next festival.**



# LET'S DIVE A LITTLE DEEPER

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Grampians Grape Escape sparks a five-month food and wine tourism marketing campaign, boosting activity during a typically slow tourism period and offering a platform for small businesses to showcase products and attract new customers through GGE channels. **Let's dive a little deeper:**

- Our attendance skews slightly female
- 75% bookings/surveys are coordinated by females
- 35% of attendees stay in caravan parks.
- The average festival goer stays 3 nights in region.
- 75% enjoy the Grampians experience so much that they plan to return within a year of the next festival.
- **25% hail from Melbourne, 10% are locals, 8% travel from interstate, and the rest from all corners of Victoria, with many from Greater Geelong and The Surf Coast, Ballarat, and Western Victoria right through to the SA border.**
- Grampians Grape Escape earned a spot on AMEX's list of the top 14 food and wine festivals worldwide.
- The Grampians and Pyrenees wine regions are highly awarded, they might not shout it from the roof tops, but that's where we like to lend a hand.

**Grampians Grape Escape is unique in nature, and partners are proud to be associated with such a well-considered and executed festival.**



# OUTCOMES



# ECONOMIC OUTCOMES

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- Grampians Grape Escape gives reason to visit during an off-peak period. The 2023 survey results show a total expenditure of \$2.18 million in accommodation, transport, food, drink and tickets. And survey results demonstrate an additional \$1 million spent with exhibitors.
- The average festival-goer stays 3 nights in the region.
- 75% of attendees intend to tour the region before the next festival, demonstrating the potential for repeat tourism.
- The Grampians Winemakers Barrique Auction raised \$38,000 in 2023. Each year funds are invested in marketing activities to promote the Grampians Wine Region.
- GGE is attended by between 80-100 exhibitors, with the festival providing sales opportunities as well as opportunities to increase database and membership.
- 55% of festival goers have visited, researched or contacted a winery since the festival.

# SOCIAL & CULTURAL OUTCOMES

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- Events connect people, place and culture. GGE is not just a fun thing to do; it's the social event of the year that locals, visitors, exhibitors and those invested in the visitor economy eagerly anticipate. It brings the community, as well as wine, food, and music lovers together to celebrate, connect, and enjoy the best the region has to offer.
- GGE allows the region to provide a warm welcome to visitors and showcases the region's spirit of celebration and talent.
- GGE supports participation and engagement with tourism and events sector, and fosters collaboration across the sector for better relationships.
- GGE fosters a greater appreciation for local talents and inspires business development and industry newcomers.

**Grampians Grape Escape's impact extends far beyond the festival weekend, creating a sense of pride and excitement with locals that resonates throughout the year. Events help build resilient communities.**



# MARKETING / BRAND OUTCOMES

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- The Grampians Grape Escape brand is strategically aligned with the destination brand, utilising marketing channels to showcase the region beyond the event and generate publicity.
- The festival taps into the Visiting Friends and Relatives (VFR) market and fosters loyalty and advocacy among attendees, whether local or visiting, who become ambassadors for the region.
- Partners have the opportunity to leverage the benefits to further demonstrate their positive and collaborative approach to supporting events that benefit businesses and communities.
- Festival platforms provide more flexibility to be a little off-brand than what might be seen on council or tourism pages.
- Festival platforms can dive deeper into the stories from the region with a captive audience, and sharing these stories lets people hear or read about the lifestyle the Grampians has to offer.

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# PARTNERSHIP APPROACH

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Grampians Grape Escape provides a gateway to meaningful connections with a vibrant and engaged audience in an immersive setting or communication platform. Sure, there's a whole bunch of stuff one can put their logo on, but we prefer to establish objectives (and budgets) first, then carefully craft ideas, rights, and benefits for the best outcomes. But, we do have some thought starters further on.

Partnership means more to us than just dollars and cents; we also seek to collaborate with businesses that are the right fit. Our partners help us attract diverse audiences, build networks, drive new initiatives, and enhance the overall festival experience.

**So, let's collaborate and create something unforgettable together.**



# TESTIMONIALS

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"Grampians Grape Escape is our region's hero event, and we are proud to be a longstanding sponsor. It is a delight to support such an amazing event, bringing the region together! The festival organisers have a heart for the Grampians, are professional, experienced, skilled and always on the look out for exciting opportunities and collaborations. The festival is not-for-profit with well-considered objectives, dedicated to the social and economic outcomes for the region. We highly recommend partnership." - **Josephina McDonald, Owner of Halls Gap Lakeside Tourist Park.**

"Grampians Grape Escape is more than just an event; it shines a spotlight on the opportunities the region offers as a premier destination to live, work, and invest, aligning perfectly with our commitment to regional prosperity. As sponsors, we've experienced firsthand the festival's unparalleled marketing efforts. The dedicated team behind the scenes excels in showcasing the region's winery, culinary, and local talent. We're privileged to support an event that not only entertains but also promotes the vibrant essence and dynamic community of the Grampians." - **Sally Heard, G.J Gardner Homes**

A photograph of an outdoor festival or market at sunset. The sun is low on the horizon, creating a warm, golden glow and long shadows. People are walking across a grassy field, and there are white tents and stalls in the background. The sky is filled with clouds, and the overall atmosphere is relaxed and social.

# PARTNERSHIP THOUGHT STARTERS

# GRAMPIANS GRAPE ESCAPE / FEEL-GOOD FRIDAY PRESENTING PARTNER

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A Presenting Partnership package for Feel-Good Friday or the entire festival would be tailored to best suit both parties. We'd sit down together, strategise, and look at both of our objectives and creative approaches for the best outcomes. Rest assured, you'd be working with an A-Team, well-experienced in events, marketing, and partnerships.

Deliverables would include presenting partnership recognition, tickets, VIP experiences, activation opportunities, co-branded media, logo placement and media opportunities, community engagement programs, cross-promotion opportunities and other negotiated rights & benefits.

If you're interested to chat, please contact Vanessa Briody:

[hello@grampiansgrapeescape.com.au](mailto:hello@grampiansgrapeescape.com.au)



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Five incredible homegrown bands + delicious food trucks and the finest local drops around.





# GRAMPIANS GRAPE ESCAPE FESTIVAL SURVIVAL SPACE

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Partnering with us to create a Festival Survival Space offers a unique opportunity to engage with our audiences. This space could serve as a recharge zone, offering mini massages, foot pampering, short yoga classes, berocca, and other rejuvenating experiences. Patrons could also warm up areas with gas heaters, cool down zones with soda spritzers, and comfortable branded beanbags or bum boxes to relax and reset.



# GRAMPIANS GRAPE ESCAPE

## EXHIBITOR ENGAGEMENT

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Exhibitor engagement partnerships are customised to meet the needs of all involved parties. These could encompass recognition as an exhibitor supporter, chances to offer exhibitors support through stall theming, tickets for a database driving activity, visual representation on exhibitor communication platforms, exhibitor tool kits or activation opportunities, like an exhibitor recovery room.





# GRAMPIANS GRAPE ESCAPE

## PARENTS RETREAT

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GGE is one of the most family friendly festivals around. Presenting the Parents Retreat offers an opportunity to provide an appreciated space and service for festival-goers. The retreat, located near the Little Adventurer's Precinct, is a well-used and offering parents a space to change, feed, and retreat with their kids. This partnership could involve activating the space, providing products, and highlighting an exceptional service that caters to the needs of parents. Additionally, the area could include a sensory space, enhancing the overall experience for families attending the festival. The sensory space could include mood lighting, weighted blankets, sensory toys, bean bags, and noise-canceling headphones.



# GRAMPIANS GRAPE ESCAPE

## CLOAK ROOM

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Naming rights partnership of the Cloak Room offers an opportunity to align your brand with a convenient service for festival-goers. The cloakroom is used for patrons to check jackets, bags, deck chairs, and card tables throughout the festival, including overnight storage, so they can walk home light-handed and return the next day. Along with naming rights to the Cloak Room and the opportunity to activate, partnership benefits would include branded tags, staff tees, signage, and other theming. Additionally, all partnership packages include marketing benefits such as leaderboards, social media posts, email mentions, logo recognition, ticketing, and other benefits.



# GRAMPIANS GRAPE ESCAPE WINESTORE

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Partnering with the Wine Store at Grampians Grape Escape offers the opportunity to support festival-goers by enhancing a well-used service. The Wine Store is used for patrons to leave boxes and bags of wine/products for a period of time throughout the festival and pick up on departure, or as late as Monday lunch time. This partnership could include branding on the storage area, acknowledgment in festival communications, and other promotional benefits.





# GRAMPIANS GRAPE ESCAPE

## GAMES ZONE

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Becoming a partner and activating a games zone at Grampians Grape Escape offers a unique opportunity to engage with festival-goers in a relaxed and enjoyable setting. The Games Zone would provide patrons with a space to have fun, whether its table tennis or yard games, and socialise with friends while enjoying a beverage. This activation allows partners to connect with attendees in a fun and interactive way, enhancing brand visibility and creating memorable experiences. Additionally, it offers a platform to showcase products or services in a casual environment, fostering positive brand associations.



# GRAMPIANS GRAPE ESCAPE FESTIVAL GIVEAWAYS / MERCH

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It wouldn't be Grampians Grape Escape without experiencing four seasons in one day. That's why branded giveaways are so appreciated; they offer practical use well beyond the festival weekend. Our long-term partners Halls Gap Lakeside Tourist Park are good examples of this. They co-brand the polycarbonate tumblers provided to tasting ticket holders, which then become well-adored for caravanning, picnics, or everyday adventures. Our enviro bags are also a hit, again, co-branded with GJ Gardener Homes, and provide with space for six bottles and a gusset for produce and other products, making them handy long after the festival ends. So think about what a food, wine, and travel enthusiast would need and cherish.



# HOW DOES PARTNERSHIP HELP GGE AND THE REGION?

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Partnering with us is about more than just a financial transaction. We believe that partnerships have power and lasting impact, and Grampians Grape Escape is a great platform to tap into an engaged food, wine, music and travel audience.

All partnerships aim to improve what we offer as a festival and what we can give back to the community that we do this for.



# LET'S TALK FURTHER

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We love to talk about our marketing plans, program initiatives, the economic, social and cultural outcomes of our festival. If you want to know more about what we are about - just ask us, but boil the kettle before you do! There's a lot we are proud of!

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## FESTIVAL DIRECTORS

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# Grape Escape

