

## INTRODUCTION

### How to participate in your Festival!

2009 proved to be a significant milestone for the Association and the Margaret River Wine Region Festival with record numbers of wineries and people attending the event. Another first was the move to Leeuwin Estate Winery which was well supported by visitors and exhibitors.

The Festival is a great chance to celebrate the end of vintage by showcasing your label alongside the Margaret River wine brand. Exhibit your fine wines with the food, arts and natural attractions of the Margaret River region to a growing audience:

- Festival visitors
  - o South West (38%)
  - o Perth (48%)
  - o National (7%)
  - o International (7%)

Based on the independent survey conducted by Smart Events the results were extremely positive with 81% rating the event good value for money, 81% were also pleased with the entertainment. Wine scored extremely well with 88% of those interviewed rating their wine experience with top marks.

The 2010 event will be held over five days from 8-12 April. This will include a range of exciting events, with the centrepiece being the Vintage Festival and Vintage Concert on Saturday 10<sup>th</sup> and Sunday 11<sup>th</sup> April at the Leeuwin Estate Amphitheatre. The feedback from patrons in 2009 has encouraged us to offer free wine samples as well as glass, bottle and case sales over both Saturday (11am – 5.30pm) and Sunday (11am – 3.30pm with bottles sales only from 3.30pm to 5.30pm). That means you can showcase your wines on both days at a special discounted rate.

See you at the Festival!

Leah Clearwater, President  
Margaret River Wine Industry Association



Over 4000 people attended the Vintage Festival and Vintage Concert in 2009.



# EVENTS OVERVIEW

The annual Margaret River Wine Region Festival is an abundance of wine, food, music and art experiences.

*Winenot rediscover one of Australia's favourite wine regions - forage with your friends for local produce as you savour up to 200 wines at the Vintage Festival, enjoy a stellar Vintage Concert or just get caught up in the natural beauty and bounty of the region as you immerse your senses!*

**Friday 9 April**

**Vintage Vibes Street Fiesta**

**Margaret River (confirmed) & Dunsborough (under development for Thursday 8 April)**

**4pm - late**

It's Free! Kick off the Wine Festival at this fun and free event. Get amongst the locals in the heart of either Margaret River or Dunsborough and see it come alive from the vibrant vantage points of its eclectic restaurants, cafes, bars and hotels. Watch out for the Wine Barrel Races and the colour and flavours of the spirited fiesta feel! Slip into one of the licensed venues to sample the wines, chew the fat with fellow aficionados as they toast the end of vintage. Cheers!

**Friday 9 April**

**Wine Auction & Cabernet Cabaret**

**Xanadu Wines**

**7.30pm – midnight**

Spotlight on Cabernet: Join us for a swinging night out inspired by the magic of Margaret River Cabernet and the greatest hits from The Beatles! This fabulous evening will be a tribute to the region's benchmark wines matched perfectly to its acclaimed produce. The Magical Mystery Tour will uncork the classics of both the Margaret River Region's and The Beatles' 40 year plus journey. A Wine Auction (with proceeds to local volunteer fire fighters) will allow guests to take home some of the region's awarded and collectable wine parcels, or a Collectable Cow from the Cowparade Art Extravaganza – complete with a portraiture of all four Beatles! The Fabfour Beatles tribute band will make this stylish soiree and groovy night out.

**Saturday 10 April**

**Vintage Festival**

**Leeuwin Estate Amphitheatre**

**11am - 6pm**

Authentically Margaret River: Discover the passionate winemakers, inspired artisans and committed producers that make Margaret River the special place it is. Experience the region's bounty of natural produce as you graze your way through offerings of over 50 wineries and 20 foodies, all under the magnificent karri stands of one of the Leeuwin Estate Amphitheatre. The relaxed format means there is no need for vouchers or tickets with glass, bottle and case sales plus live local music, a reserve tasting room and artistic displays complementing the day and encouraging you to linger. For something a little bit more, indulge in signature dishes from the array of talented chefs or participate in a masterclass before you meander through the amazing diversity of wine styles! Relax with convenient shuttle bus transport from key town locations.

**Sunday 19 April**

**Vintage Concert**

**11am - 6pm**

**Leeuwin Estate Amphitheatre**

Kick Back: Get into the vibe of a down south weekend with legendary Australian musicians Jon Stevens (formerly of Noiseworks and INXS) & Daryl Braithwaite (formerly of Sherbet and now solo artist). The festival's Vintage Concert will take the whole family through their paces with plenty of rides and entertainment! Combined with another bite of the best of the gourmet food and wine tastings, this afternoon will be a great kick back and enjoy the vibes.



## DRAFT 2010 FESTIVAL PROGRAMME

	Day 1	Day 2		Day 3	Day 4	Day 5
	Thursday 8 April	Friday 9 April		Saturday 10 April	Sunday 11 April	Monday 12 April
9am						
10am		<b>Golf Day Dunsborough Lakes &amp; Margaret River 10-4pm</b>		Vintage Cars & Petanque at Wise Winery 10 - 1pm	Vintage Cars & Petanque at Wise Winery 10 - 1pm	
11am						
12pm						
1pm	<b>Slow Food Long Table Lunch</b>	<b>Fashion Parade Luncheon at Clairault Winery</b>		<b>Vintage Festival at Leeuwin Estate Amphitheatre 11am-6pm</b>	<b>Vintage Concert at Leeuwin Estate Amphitheatre 11am-6pm</b>	
2pm						
3pm						
4pm						
5pm	<b>Vintage Vibes Street Fiesta Dunsborough (TBC)</b>	<b>Cooking MasterClass Cape Lodge</b>	<b>Vintage Vibes Street Fiesta Margaret River</b>			
6pm						
7pm						
8pm		<b>Cabernet Cabaret &amp; Wine Auction at Xanadu</b>		<b>Festival Comedy Club (TBC)</b>	<b>Restaurants in the Region Wine Dinners</b>	<b>Restaurants in the Region Wine Dinners</b>
9pm						
10pm						
11pm						
12am						

### Notes to Event Holders:

The emphasis this year is to create a full programme of events with a range of food, wine and artisan offerings across the length and breadth of the Margaret River wine region.

**The events highlighted in red are the official Festival run events where we are seeking to join everyone together to celebrate your Festival. Therefore, we request you stage your special events around these times to avoid major clashes.**

The Leeuwin Estate Amphitheatre has been selected in 2010 to host the combined food and wine Vintage Festival and Vintage Concert. If you would like to be considered for hosting these events in future years please contact John Bradbury by email – [info@margaretriverfestival.com](mailto:info@margaretriverfestival.com) to lodge your venue for consideration.

# EVERYONE CAN BE INVOLVED – IT'S YOUR FESTIVAL

## Exhibit Your Produce / Product

At the Vintage Festival – Wine, Food and Arts Event at the Leeuwin Estate Amphitheatre from 11am to 6pm on Saturday 10 April and or 11am to 6pm on Sunday 11 April.

## Who Should Exhibit?

If you are located in the Margaret River wine region and involved in the wine, food, art or complementary industries then you should have a stand at this event.

## Entertainment

The events will be filled with live entertainment to give each one a swinging atmosphere.

## Event Support

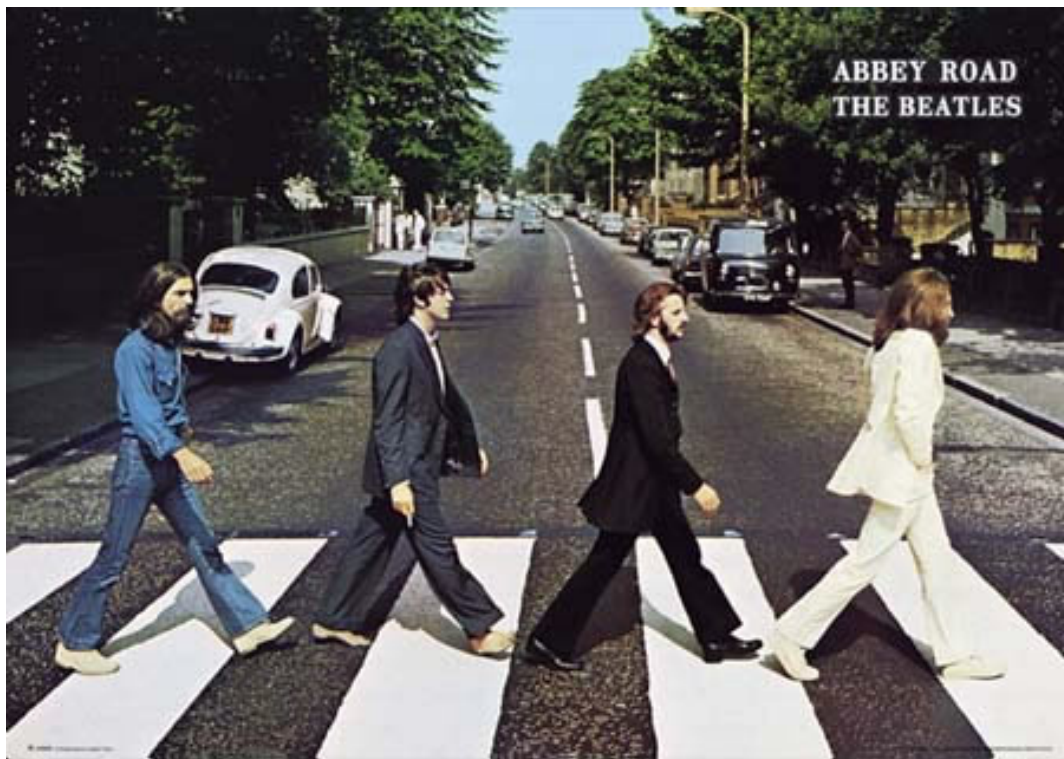
The organisers will advise your stand location and provide you with a site plan plus a suggested list of things to bring.

## Buses

Shuttle buses will be provided for Vintage Festival and Vintage Concert patrons from various locations and towns.

## Tickets

Pre-sale tickets will be available from Ticketmaster, visitor centres and an online order form on the Festival website plus at the gate on the day.



In 2010, we are celebrating 40+ years of Margaret River wines and The Beatles at the Cabernet Cabaret.

# MEDIA & MARKETING

## THE ASSOCIATION IS SUPPORTING THE WINE FESTIVAL WITH A DEDICATED MEDIA & MARKETING BUDGET OF OVER \$300,000

- Joining us at the Festival in 2010 will be wine writer Jeremy Oliver, one of Australia's leading and most influential wine critics.
- A two week television campaign covering the whole of WA on Channel 9 and WIN TV in February and March broadcasting to the whole of Western Australia.
- 250,000 copies of the Official Festival Programme inserted into The West Australian newspaper and 20,000 distributed around the region one month prior to the event.
- Press adverts in The West Australian newspaper (8 x 10 x 2 column).
- Advertorial features in the Fresh section of The West Australian newspaper (2 page spread).
- A two week campaign on Perth radio stations 96FM and 6PR.
- A two week campaign on Southwest radio stations HotFM and RadioWest.
- 4-8 Page Wrap in the Augusta Margaret River Times & Busselton Dunsborough Times.
- 1,000 posters and 10,000 DL flyers distributed to Cafes, Restaurants and Hotels throughout Perth and the South West.
- Email Flyer distributed via industry and consumer contacts. Also available for Festival Exhibitors and Partners to distribute to own databases.
- An extensive press campaign with news stories released to the event local, national and International media database.
- The ever-growing Margaret River Lovers database of approximately 5,000 members will be used extensively to promote the event.
- As in 2009 a Win a Cellar Competition will be run via the Festival website to attract more people to attend the event. All entrants are given the opportunity to become a Margaret River Lover thus building our contacts for this and future marketing opportunities.
- Banner Advert with link to the Festival website on the Decanter website.



### Festival Media Partners in 2010:



## Wine Exhibitors

**Option 1:** I wish to book a stand at the **Vintage Festival on Saturday 10<sup>th</sup> April and Vintage Concert on Sunday 11<sup>th</sup> April** at Leeuwin Estate Amphitheatre.

MRWIA Members: cost is \$750 inc GST, plus 12 bottles of wine for the “Win a Cellar Competition”.  
 Non-MRWIA Members (avail for 1 year only): cost is \$1500 plus 12 bottles of wine.

**Option 2:** I wish to book a stand at the **Vintage Festival on Saturday 10<sup>th</sup> April only** at Leeuwin Estate Amphitheatre.

MRWIA Members: cost is \$395 inc GST, plus 12 bottles of wine for the “Win a Cellar Competition”.  
 Non-MRWIA Members (avail for 1 year only): cost is \$790 plus 12 bottles of wine.

**Option 3:** I wish to book a stand at the **Vintage Concert on Sunday 11<sup>th</sup> April only** at Leeuwin Estate Amphitheatre. Tastings from 11-3.30pm and bottle sales only during the concert 3.30-5.30pm.

MRWIA Members: cost is \$395 inc GST, plus 12 bottles of wine for the “Win a Cellar Competition”.  
 Non-MRWIA Members (avail for 1 year only): cost is \$790 plus 12 bottles of wine).

**Option 4:** I wish to **host our own event during the Wine Festival**. Available to MRWIA Members Only. Cost is \$195 inc GST, plus 12 bottles of wine for the “Win a Cellar Competition”.

NB: this offer is available to businesses located in the Margaret River GI. Cost includes a listing in the Official Programme and Website. Please attach a brief description (50 words) of your event including the date and times plus a supporting image.

**Participation at the Vintage Festival and Vintage Concert includes:**

- A free listing in the Official Festival Programme and website
- A 3m x 3m covered area (under tent)
- 1 trestle table with a white linen table cloth and 2 chairs
- 1 ice tub and 2 bags of ice (more will be available)
- A standardized name sign 60cm x 15cm
- 2 staff passes to the Vintage Festival and Vintage Family Concert
- 2 event “Festival T-shirts” - Tick -Male:  Sm  Med  Large  XL   
 Female:  Sm  Med  Large  XL

**Please Note: In order to enhance the Margaret River Brand only Margaret River GI wines are to be displayed and sold at this event.**

**A. Tastings: Saturday 11am–5.30pm and or Sunday 11am–3.30pm** (bottle sales only 3.30pm–5.30pm). ALL STAFF POURING WINES AT THE FESTIVAL MUST BE RSA CERTIFIED AND CERTIFICATES MUST BE FAXED TO THE MRWIA PRIOR TO FESTIVAL. To create a more relaxed format and encourage patrons to experience the wine style diversity of the region there will again be no wine tasting tokens. An XL5 style glass will be provided to all adult patrons upon entry for you to provide free 25ML tastings (a plimsoll line will be marked on the glass). We are currently anticipating a crowd of approximately 2,000+ patrons each day. Please indicate the wines you intend to pour on the day so they can be listed on the Festival website:

1. _____ 2. _____ 3. _____	4. _____ 5. _____ 6. _____
----------------------------------	----------------------------------

**B. Host a VIP** - I wish to **invite and host our own VIP or Celebrity**. If you are in contact with a visiting journalist, musician, writer, wine-maker, celebrity or someone you think will add to the profile of the Festival – then please nominate them and we will discuss how we can get them involved with you.  
 Person(s) you wish to invite: \_\_\_\_\_

**C. Wholesale Merchandise** - Tick if you want to order some of the festival merchandise (T-shirts & Caps) for resale at your winery. (Minimum order is 10 x T-shirts and 10 x Caps).

**D. Sales** - Tick this box if you would like to be included in a centralised wine pick-up system. Pending approval the liquor license on the day will allow the sale of wine by the glass, bottle or case. We are investigating a centralised pick up point for case sales. Remember to have enough stock to maximise these sales and bring along a mail-order form or cash float to process the sales.

**E. Festival Dozen** – Tick this box if you would like to be considered for the Festival Dozen. A Festival Dozen to be promoted and sold in the lead up to and over the Festival. The idea is to offer patrons something special and interesting and not easily obtained in discount outlets.

**F. Official Festival Programme Advertising (250,000 copies printed)** – Tick this box if you would like receive information about advertising in the Official Programme produced by The West Australian. Limited spaces available. **We urge you to support this as it helps to produce the official programme!**

**G. Augusta Margaret River Times & Busselton Dunsborough Times Official Festival Wrap Advertising (22,000 copies printed)** – Please tick this box if you would like the producers of this feature from the Augusta Margaret River and Busselton Dunsborough Times to contact you regarding this.

**H. Margaret River Lovers – Special Offers** - Tick this box if you would like to provide a special offer to the Margaret River Lovers Database. The MRWIA has approximately 5,000 people that love Margaret River and our wines on this database initiative. This is your chance to submit a Festival offer via Love Notes and the Festival website and a unique way to leverage your participation (available to MRWIA members only). Please email your special offer to [info@margaretriverfestival.com](mailto:info@margaretriverfestival.com).

**I. Wine Auction & Cabernet Cabaret** - Tick this box if you would like to nominate to supply wines for this event to be held on Friday 9 April 2010. Guests are expected to reach 400 VIPs, Partners, Media, Wine Industry Representatives and members of general public. You have the option to showcase your wines at this prestigious event by supplying 24 bottles of cabernet or cabernet predominant blend and 24 bottles of white wines for guests to enjoy served throughout the evening. In return you will receive four tickets to attend the event (valued at over \$600) and logo placement on promotional material for the Cabernet Cabaret. The final list of wines will be selected by an independent panel.

**J. Wine Auction at the Cabernet Cabaret** - Tick this box if you would like to auction wines at this event. If you have some interesting or unusual wines that are hard to get then why not consider the auction at the Cabernet Cabaret – you will keep the reserve price (if reached) and the balance goes to the local Volunteer Bush Fire Brigades. The final list of wines will be selected by an independent panel.

**K. Your Logo** - If you haven't done so in the past or if you have made changes since the last Festival please update our graphics department with a high resolution version of your logo and a picture of your winemaker/representative for placement on the Festival website and consideration for use in the Festival Programme and other promotional purposes by 15 January 2010. Send to [info@margaretriverfestival.com](mailto:info@margaretriverfestival.com)).

**L. Recipe Book** - Tick this box if you would like to be included in the official MRWIA recipe book being launched at the Wine Festival. We will contact you if you haven't already signed up for this.

---

**Please complete all details and fax all relevant pages to 9757 9331**

Winery (to appear on your stand sign): \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Producer / Wholesaler Licence Number: \_\_\_\_\_

**Wine for the “Win A Cellar” Competition – to be delivered to MRWIA office by 12 Feb 2010.**

When selecting the wine that you will contribute as part of your exhibitor's fee please remember that this promotion is a reflection not only of the Margaret River wine region but also of your own brand. Past winners have informed us that they share their prize with family, friends and colleagues and we wish to ensure that they all enjoy the quality that our region is so well known for.

## Food Exhibitors

**Option 1:** I wish to book a stand at the **Vintage Festival on Saturday 10<sup>th</sup> April and Vintage Concert on Sunday 11<sup>th</sup> April** at Leeuwin Estate Amphitheatre.   
MRWIA Members: cost is \$750 inc GST  
Non-MRWIA Members (available for 1 year only): cost is \$880 inc GST

**Option 2:** I wish to book a stand at the **Vintage Festival on Saturday 10<sup>th</sup> April only** at Leeuwin Estate Amphitheatre.   
MRWIA Members: cost is \$395 inc GST  
Non-MRWIA Members (available for 1 year only): cost is \$495 inc GST

**Option 3:** I wish to book a stand at the **Vintage Concert on Sunday 11<sup>th</sup> April only** at Leeuwin Estate Amphitheatre.   
MRWIA Members: cost is \$395 inc GST  
Non-MRWIA Members (available for 1 year only): cost is \$495 inc GST

**Option 4:** I wish to **host our own food / wine dinner during the Wine Festival**. Cost is \$195 inc GST. NB: this offer is available to businesses located in the Margaret River GI. Cost includes advertising in the Programme and Website [www.margaretriverfestival.com](http://www.margaretriverfestival.com). Please attach a brief description (50 words) of your event including the date and times plus a supporting image.   
 Tick if you want us to help to find a winery to join in your event.

### **Bonus Offer 1: Cooking Demonstration (Free to Participate)**

When you sign up to take a booth at the Vintage Festival or Vintage Concert you will be given a 20-30 minute time-slot at a purpose built demonstration kitchen focusing on Margaret River chefs and produce where all equipment will be supplied for you to entertain patrons and show off your skills!

### **Bonus Offer 2: Fresh Section Insert (Free to Participate)**

When you sign up to take a booth at the Vintage Festival or Vintage Concert you will be given an opportunity to be included in a promotional advertorial with photo to go into the special Wine Festival feature in the Fresh section of The West Australian in the lead up to the Festival. Inclusion is not guaranteed and preference will be given to the Margaret River Recipe Book participants. Contact the office for a copy of this year's Festival double page spreads that appeared in Fresh.

### **Participation at the Vintage Festival includes:**

- A free listing in the Official Festival Programme and website
- A 3m x 3m covered area (under tent)
- 1 trestle table with a white linen table cloth and 2 chairs
- 1 ice tub and 2 bags of ice
- A standardized name sign 60cm x 15cm
- 2 staff passes to the event
- 2 event "Festival T-shirts" - Tick -Male:  Sm  Med  Large  XL   
Female:  Sm  Med  Large  XL

**Note:** You will need to provide any extra's such as a BBQ, hot boxes, plates, cutlery and serviettes etc and ensure that you meet the various statutory requirements of the Shire of Augusta Margaret River in regard to food service. Also please note that the Leeuwin restaurant will only be serving lunches to pre-arranged bookings on the day.

**Cash Sales:** You will need to run a cash till on the day. 'Cash out' will be available to patrons at the event.

**Signature Dishes:** This year we are aiming to provide festival patrons with a selection of signature dishes from the region. You can partner with a winery if you choose and we will locate you next to that winery.

Signature Dish Criteria:

- Your signature dish must be entrée or main size.
- You will need to provide a minimum of 200 portions (but we make no guarantees you will sell out) to ensure that there is enough food for the estimated crowd of 2000+ people each day.
- You can partner with a winery if you like to match the food with a wine – but this is not compulsory.
- Please select from **one** of the following categories (tick one only)
  - Starters (soups, breads, dips etc)
  - Tasting Plate (pate, breads, olives etc)
  - Mains (seafood, poultry, game, red meat, vegetarian)
  - Desserts and cheeses

You must enter your signature dish with this application. Selection of dishes will be done on a first in first served basis – so you may be asked to change your signature dish if there is an overlap.

**A. Host a VIP** - I wish to **invite and host our own VIP or Celebrity**. If you are in contact with a visiting journalist, musician, writer, wine-maker, celebrity or someone you think will add to the profile of the Festival – then please nominate them and we will discuss how we can get them involved with you.  
Person(s) you wish to invite: \_\_\_\_\_

**B. Wholesale Merchandise** - Tick if you want to order some of the festival merchandise (T-shirts & Caps) for resale at your winery. (Minimum order is 10 x T-shirts and 10 x Caps).

**C. Official Festival Programme Advertising (250,000 copies printed)** – Please tick this box if you would like receive information about advertising in the Official Programme produced by The West Australian. Limited spaces available. **We urge you to support this as it helps to produce the official programme!**

**D. Augusta Margaret River Times & Busselton Dunsborough Times Official Festival Wrap Advertising (22,000 copies printed)** – Please tick this box if you would like the producers of this feature from the Augusta Margaret River and Busselton Dunsborough Times to contact you regarding this.

**E. Margaret River Lovers – Special Offers** - Please tick this box if you would like to provide a special offer to the Margaret River Lovers Database. The MRWIA has approximately 5,000 people that love Margaret River and our wines on this database initiative. This is your chance to submit a Festival offer via Love Notes and the Festival website and a unique way to leverage your participation (available to MRWIA members only). Please email your special offer to [info@margaretriverfestival.com](mailto:info@margaretriverfestival.com).

**F. Wine Auction & Cabernet Cabaret** - Tick this box if you would like to supply and showcase your quality gourmet local produce (eg meat, seafood, vegetables, cheeses, desserts, preserves etc) for this event to be held on Friday 9 April 2010 at Xanadu Wines. Guests are expected to reach 400 VIPs, Partners, Media, Wine Industry Representatives and members of general public. You will be given tickets to the event in return for produce. The final list of produce will be selected by an independent panel.

**H. Your Logo** - If you haven't done so in the past or if you have made changes since the last Festival please update our graphics department with a high resolution version of your logo and a picture of your owner/representative for placement on the Festival website and consideration for use in the Official Festival Programme by 15 January 2010. Please send logo and images to [info@margaretriverfestival.com](mailto:info@margaretriverfestival.com).

---

**Please complete all details and fax all relevant pages to 9757 9331**

Business (to appear on your stand sign): \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature Dish: \_\_\_\_\_

Nominated Winery Partner (optional): \_\_\_\_\_

## Artists / Breweries / Tour Operators & all other Exhibitors

**Option 1:** I wish to book a stand at the **Vintage Festival on Saturday 10<sup>th</sup> April and Vintage Concert on Sunday 11<sup>th</sup> April** at Leeuwin Estate Amphitheatre.   
MRWIA Members: cost is \$590 inc GST  
Non-MRWIA Members (available for 1 year only): cost is \$690 inc GST

**Option 2:** I wish to book a stand at the **Vintage Festival on Saturday 10<sup>th</sup> April only** at Leeuwin Estate Amphitheatre.   
MRWIA Members: cost is \$330 inc GST  
Non-MRWIA Members (available for 1 year only): cost is \$440 inc GST

**Option 3:** I wish to book a stand at the **Vintage Concert on Sunday 11<sup>th</sup> April only** at Leeuwin Estate Amphitheatre.   
MRWIA Members: cost is \$330 inc GST  
Non-MRWIA Members (available for 1 year only): cost is \$440 inc GST

**Option 4:** I wish to **host our own event during the Wine Festival** (eg: art exhibition, book launch, wine or food tasting). Cost is \$330 inc GST. NB: this offer is available to businesses located in the Margaret River GI. Cost includes a listing in the Official Programme and Website [www.margaretriverfestival.com](http://www.margaretriverfestival.com)

Tick if you want us to help to find a winery to join in your event.

Limited places are available and are only open to businesses promoting Margaret River products and produce (preference will be given to MRWIA members).

### Open to:

- Artisans
- Olive Oil
- Beer
- Liqueurs/Spirits
- Coffee/Tea
- Non-alcoholic beverages
- Glassware
- Confectionery
- Tours/Tourism/Travel (wine related)
- Books/Magazines (wine related)

### You will receive:

- A free listing in the Official Festival Programme and website
- A 2m x 2m covered area (under tent or under verandah)
- 1 trestle table with a white linen table cloth
- 2 chairs
- A standardized name sign 60cm x 15cm
- 2 staff passes to the event
- 2 event "Festival T-shirts" - Tick -Male:  Sm  Med  Large  XL   
Female:  Sm  Med  Large  XL

**A. Host a VIP** - I wish to **invite and host our own VIP or Celebrity**. If you are in contact with a visiting journalist, musician, writer, wine-maker, celebrity or someone you think will add to the profile of the Festival – then please nominate them and we will discuss how we can get them involved with you.  
Person(s) you wish to invite: \_\_\_\_\_

**B. Wholesale Merchandise** - Tick if you want to order some of the festival merchandise (T-shirts & Caps) for resale at your winery. (Minimum order is 10 x T-shirts and 10 x Caps).

**C. Official Festival Programme Advertising (250,000 copies printed)** – Please tick this box if you would like receive information about advertising in the Official Programme produced by The West Australian. Limited spaces available. ***We urge you to support this as it helps to produce the official programme!***

**D. Augusta Margaret River Times & Busselton Dunsborough Times Official Festival Wrap Advertising (22,000 copies printed)** – Please tick this box if you would like the producers of this feature from the Augusta Margaret River and Busselton Dunsborough Times to contact you regarding this.

**E. Margaret River Lovers – Special Offers** - Please tick this box if you would like to provide a special offer to the Margaret River Lovers Database. The MRWIA has approximately 5,000 people that love Margaret River and our wines on this database initiative. This is your chance to submit a Festival offer via Love Notes and the Festival website and a unique way to leverage your participation (available to MRWIA members only). Please email your special offer to [info@margaretriverfestival.com](mailto:info@margaretriverfestival.com)

**F. Wine Auction & Cabernet Cabaret** - Tick this box if you would like to supply product or art for this event to be held on Friday 9 April 2010 at Xanadu Wines. Guests are expected to reach 300 VIPs, Sponsors, Media, Wine Industry and members of general public. We will provide free tickets to the event.

**H. Your Logo** - If you haven't done so in the past or if you have made changes since the last Festival please update our graphics department with a high resolution version of your logo and a picture of your owner/representative for placement on the Festival website and consideration for use in the Official Festival Programme by 15 January 2010. Please send logo and images to [info@margaretriverfestival.com](mailto:info@margaretriverfestival.com).

---

**Please complete all details and fax all relevant pages to 9757 9331**

Business (to appear on your stand sign): \_\_\_\_\_

Contact: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Description of Business: \_\_\_\_\_

# LEEUWIN ESTATE SITE PLAN

Exhibition Tents – 3m x 3m

1 – 60 = Food, Wine & Other Exhibitors (EFTPOS facilities will be available at the Merchandise tent and the Main Gate).

61 – 72 = Artisans

