



## Terms & Conditions – Great Eastern Wine Week 2023

As part of 2023 we ask all Event holders to read the Terms and Conditions carefully before signing the 2023 agreement. In 2023, the GEWW will be held September 8<sup>th</sup>-17<sup>th</sup> 2023 and will have some operational and financial changes.

### Membership

- **Membership for The East Coast Wine Trail association will allow you access to the following:**
- To participate as an event holder for the 2023 Great Eastern Wine Week, an event holder/business must be a financial ordinary (cellar door) or business member by 1<sup>st</sup> July 2023
- This will allow your business to host one or multiple events over The Great Eastern Wine Week and any other annual events hosted by the East Coast Wine Trail Association

### Costs

- Ordinary & Business Membership runs from 1<sup>st</sup> July to 30<sup>th</sup> June each year
- Membership pricing:
  - Business Member \$200 +GST PA
  - Ordinary Member \$400+GST PA
- A business member is an event holder that does not grow their own grapes or does not operate a cellar door
- An ordinary member is a vineyard or winery

### Benefits

- An ordinary and business member will be able to hosts events in the Great Eastern Wine Week event (with executive association approval) and will have marketing of their events by the association and our resources.
- All members will be eligible to showcase their produce at the 'signature event' held on the night of Friday 8<sup>th</sup> of September
- All members will have access to discounted pricing from sponsorship partners e.g reduced glassware, special products ect.
- The association and East Coast Tourism Tasmania will market your event and business through its program, website, social media platforms and print media
- The association will create Facebook events and ATDW Listings for each of events and add you as co-hosts to minimize double ups and impact on your time.
- We will allow you access to all content taken and created for your events and businesses

### Event Hosting

**Costs**

- Each event holder will be charged a fee of **\$200 +GST** for each event they hold and a contribution of **\$5.00 per ticket sold** – if you are hosting the same event on different days, you will only be charged the **\$200 +GST once**.

**Obligations**

- Each event must showcase wines from the East Coast region. Your reference is Wine Tasmania’s Wine Trails book ‘East Coast’ page. This covers vineyards from Orford through to St. Helens
- Your event will be reviewed by ECWTA executive prior to inclusion. We reserve the right to refuse your event or ask you to make changes to it, to ensure the overall brand of The Great Eastern Wine Week is enhanced.
- You must reshare all event posts relating to your business through social platforms, and would ask that you reshare any post associated with the event
- **You must have an online booking platform for your events** – no phone bookings, the association is happy to help you set one up if needed
- Your terms and conditions must state that customers information will be shared directly with the association for future research and communications. The customers can opt out anytime by emailing the association
- You will be required to give bi-weekly updates to the association of ticket sales.

Signing this document and returning it by the 31<sup>st</sup> of January 2023 states that you are agreeing to all terms and conditions in their entirety, signifying you will abide by the association’s guidelines.

**Business Name** \_\_\_\_\_

**Full Name** \_\_\_\_\_

**Signature** \_\_\_\_\_

**Received by the association**

**Date** \_\_\_\_\_

**Signature** \_\_\_\_\_