

# Okanagan Wine Festivals Winery Membership 2016-2017



OKANAGAN  
WINE FESTIVALS

PRESENTED BY



# Welcome to the Okanagan Wine Festivals

Our mission is to support the development of the wine tourism industry in British Columbia by hosting seasonal festivals and wine judging competitions to promote winery sales at the cellar door. Wine tourism in the Okanagan, Similkameen and Thompson regions is an economic engine valued at over \$100 million annually.

The Okanagan has been named as the #1 Wine Tourism region in North America (Huffington Post) and voted the #2 wine region to visit in the world (USA Today). In large part this is due to the efforts of our industry to create world class Festivals and events to attract wine tourists from around the world.

In 2015, the Okanagan Wine Festivals Society was awarded the "Best Membership Organization" by Kelownanow.com and Excel Personnel. We encourage you to join with us today and be a part of the success.

With your support, the Okanagan Wine Festivals Society will continue to drive sales of wines of member wineries through well planned and executed festivals and judging competitions. Should you have any questions, please do not hesitate to contact us at (250) 861-6654.

Yours truly,

Bruce Hibbard,

Chair, Okanagan Wine Festivals Society

&

Blair Baldwin,

General Manager, Okanagan Wine Festivals Society

# Our Festivals

## **The Winter Okanagan Wine Festival at Sun Peaks Resort**

The Festival turns 19 in January 2017 and has gained an international reputation as an intimate gathering of wine, cuisine and spectacular winter recreation. The festival runs for 10-days in the middle of January and attracts affluent travelers from the Pacific North West and abroad.

## **The Spring Okanagan Wine Festival**

We celebrate our 23rd year in 2017. This 10-day festival coincides with bud break at the beginning of May. Our target market includes regional wine tourists, BC Lower Mainland and Alberta residents with a thirst for education, wine and fun.

## **The Signature Event Series**

Our Summer Signature Event features the outdoor tasting at the Mile High Wine & Music Festival at Silver Star Resort which is held the second weekend in August. During the year we offer other feature Signature Events, such as Poutine & Pinot, to entice visitors and promote the purchase of BC Wines.

## **The Fall Okanagan Wine Festival**

For over 36 years, the Fall Okanagan Wine Festival has been attracting visitors and locals alike. This 10-day festival, ending on the Thanksgiving long weekend, has received numerous awards from WestJet and American Touring Association as a one of the best wine festivals in North America. It offers a wide array of events including tastings, music, and food.

# Our Judging Competitions

## **The Best of Varietal Wine Awards**

Held in April in advance of the spring tourism season and Spring Okanagan Wine Festival, the BC Best of Varietal Awards highlights the new releases. Our judging, which culminates in an evening of awards, are designed to promote and draw attention to the best varietals in BC. An extensive print and social media campaign before, during and after the event stimulate sales opportunities for the wineries. In addition to the “Wine of the Year” medals are awarded for Best of Varietal as well as gold and silver medals.



## **The British Columbia Wine Awards**

The British Columbia Wine Awards judging is held in September in advance of the Fall Okanagan Wine Festival. It is the oldest and most prestigious wine judging competition in BC. A panel of 10 professional wine judges from across North America, using standardized blind tasting points system, award Gold, Silver and Bronze Medals to worthy competitors. From this judging Platinum awards are made to those truly deserving wines of the top 1% of medal winners. This culminates in the “Premier’s Award” for best wine of the competition. Awards are presented at a special reception that kicks off the Fall Okanagan Wine Festival. A publication, together with a significant public relations, social media and print campaign bring attention to the awards.

# Promotional Strategies

## Web and Social Media

The Okanagan Wine Festivals Society is active on all significant social media platforms. We use these tools to promote festivals, events, judging competition, awards and maintain interest in the Festivals. Our website ([thewinefestivals.com](http://thewinefestivals.com)) provides individual listings of wineries, events and awards. It is a go to location for those interested in wine festivals and receives over 96,000 unique visitors a year with over 445,000 pageviews.

## Public Relations

Our Manager, Public Relations works with media to promote our festivals and wine competitions in unique ways. Whether it is an interview on television or radio, a media familiarization tour for a Festival, creation of an opportunity for a writer to develop a story, we work with multiple media to promote the Festivals, Member Wineries and Awards throughout the year.

## Marketing Collateral

We produce event guides for each of the Winter, Spring and Fall Okanagan Wine Festivals that promote the many events of the Festivals. These guides are distributed to our proprietary data base, through key distribution channels, media and sponsor partners.



## Benefits of Membership

- First come first served registration in any or all of the Okanagan Wine Festivals Signature Events.
- One event listing in each seasonal Okanagan Wine Festival Guide (Spring & Fall).
- Winery & Map listing in every guide (over 120,000 guides printed each year plus online views).
- 365 days of exposure on our website [TheWineFestivals.com](http://TheWineFestivals.com) - the leading wine tourism website in the Okanagan. Member profiles include: photo, winery locations, events, map, hours, website link, social media links, description, and award winning wines with click through to your wine purchasing page on your website.
- Preferred entry price for two of the largest wine judging competitions in British Columbia, BC Best of Varietal Awards & British Columbia Wine Awards.
- Networking opportunities with our amazing sponsors including Valley First, WestJet, Dairy Farmers of Canada, Starbucks Coffee, Grant Thornton, Farm Credit Canada, Terra International Foods, RE/MAX Kelowna, TricorBraun WinePak, Nesters Market, ContainerWorld, and Bell Media.

## Cost of Membership

The Annual Membership Fee is only \$695.00 + GST and covers the period July 1, 2016 through June 30, 2017. It provides you as a Member Winery, access to our Festivals, Signature Events, two Judging Competitions (at a reduced rate), and listings in both our Festival Events Guides and our OWFS Website. In order to register, please go online to [TheWineFestivals.com](http://TheWineFestivals.com) and register under the Member Login section where you can supply complete details about your winery or call 250-861-6654.