



WINEDERLAND

Wine Festivals | Culture | Imports

PARTNERSHIP WITH WINDERLAND GROUP

EXPLORE OUR PARTNERSHIP OPPORTUNITIES

WELCOME TO WINEDERLAND



MORE THAN FESTIVALS. A GROWING UK WINE COMMUNITY.

Winederland is a growing events group creating premium wine festivals in some of the UK's most exciting destinations.

Our festivals bring together wine lovers, premium brands, exhibitors, businesses and sponsors in memorable venues and relaxed environments.

What started with the South Coast Wine Festival has grown into a portfolio of festivals across the UK, with four festivals now established and a fifth on the way.

For sponsors, that creates the opportunity to put your brand in front of an engaged audience throughout the year, across multiple locations channels.

OUT FESTIVALS



4 & 5 December 2026
Brighton Dome



Date TBC
Corpus Christi College



30 Apr - 02 May 2027
Exeter Castle



13-15 Aug 2027
Highcliffe Castle





WHY PARTNER WITH WINEDERLAND?



PUT YOUR BRAND WHERE PEOPLE WANT TO BE.

Our festivals are designed around great experiences. Wine tasting. Premium venues. Food. Entertainment. Networking. Discovery.

That gives sponsors the opportunity to connect with an audience in an environment where people are relaxed, receptive and enjoying themselves. **But our relationship with sponsors doesn't end when the festival closes.**

BRAND VISIBILITY

Get your business in front of our audience across festivals, websites, social media and marketing campaigns.

DIGITAL REACH

Reach engaged audiences through social media, email marketing, digital advertising and online content.

LIVE EXPERIENCES

Put your brand directly in front of festival audiences through on-site presence, activations and experiences.

NETWORKING & HOSPITALITY

Build valuable connections with sponsors, exhibitors and businesses while entertaining clients, customers or your team.

CONTENT & ENGAGEMENT

Create opportunities to tell your story through branded content, collaborations and campaigns designed to connect with our audience.

SPONSORSHIP #1 GROUP PARTNER

ONE PARTNERSHIP. EVERY FESTIVAL.

Become a Winederland Group Partner and put your brand across our growing portfolio of four UK wine festivals.

Designed for businesses looking for year-round exposure, this is our portfolio-level partnership, giving you opportunities to reach audiences across every Winederland festival.

YOUR PARTNERSHIP INCLUDES:

- Annual partnership covering all four Winederland festivals
- 60 festival tickets, with 15 allocated per festival
- 8 dedicated social media posts per year, with 2 per festival
- 2 social story sequences per festival
- At least 4 relevant newsletter inclusions per year
- 1 dedicated Group Partner feature
- Featured partner profile on the Winederland group website and festival pages
- Logo presence across all four festivals on agreed sponsor signage
- Logo placement on agreed digital programme and sponsor materials across the portfolio
- Priority discussion for one agreed activation across the portfolio
- Group-wide branded content opportunity
- One group-wide offer or competition opportunity
- Invitation to one annual partner event, where held
- First discussion on renewal and future Winederland portfolio opportunities



SPONSORSHIP #2 FESTIVAL MAIN SPONSOR

OWN THE HEADLINE PARTNERSHIP.

Want your brand to be closely associated with one of our festivals?

The Festival Main Partner is the headline commercial partnership for an individual Winederland festival, giving your business the highest level of visibility and engagement at that event.

YOUR PARTNERSHIP INCLUDES:

- Partnership covering one named Winederland festival
- 20 festival tickets
- 3 dedicated social media posts
- 3 social story sequences
- 2 newsletter inclusions plus 1 dedicated partner feature
- Prominent logo and link placement on the festival website
- Featured partner profile on the festival website
- Prominent placement on the main sponsor board
- Prominent logo placement on agreed digital and printed festival materials
- Priority activation, stand or sponsored feature opportunity
- Optional festival-level category exclusivity, where agreed
- 1 co-branded content opportunity
- 1 festival offer or competition opportunity
- Reserved group booking or agreed hospitality where available
- First discussion on the following year's Main Partner position



SPONSORSHIP #3

FESTIVAL SPONSOR

BE PART OF THE EXPERIENCE.

Our Festival Partner package gives businesses the opportunity to become part of an individual Winederland festival, with a strong combination of digital exposure, on-site visibility and hospitality.

YOUR PARTNERSHIP INCLUDES:

- Partnership covering one named Winederland festival
- 10 festival tickets
- 1 dedicated social media post
- 1 social story sequence
- 1 pre-event newsletter inclusion
- Logo and link placement on the festival website
- Logo placement on the shared sponsor board
- Digital sponsor listing within agreed festival materials
- Optional small on-site activation, subject to available space
- Standard ticket allocation and networking opportunities
- Early renewal discussion for the following year's festival



CONTRA & STRATEGIC PARTNERSHIPS



NOT EVERY PARTNERSHIP STARTS WITH AN INVOICE.

We recognise that some businesses can provide valuable products or services that help make our festivals happen.

That's where contra partnerships can work.

Instead of a traditional sponsorship fee, we can work with businesses that provide products, services, expertise or support to Winederland in exchange for an agreed package of promotional and partnership benefits.

EXAMPLES COULD INCLUDE:

- Transport and taxi services
- Hotels and accommodation
- Catering
- Printing
- Security
- Event equipment
- Media partnerships
- Creative services
- Technology
- Entertainment
- Staffing
- Hospitality

LETS TALK

If you have a product or service that could add value to Winederland, we'd love to explore what we could build together.

THE STATISTICS

LAST 12 MONTHS TO OCT 2026



7,500

Festival Goers

13,000

Social Followers

2.1M

Annual Social Impressions

55,000

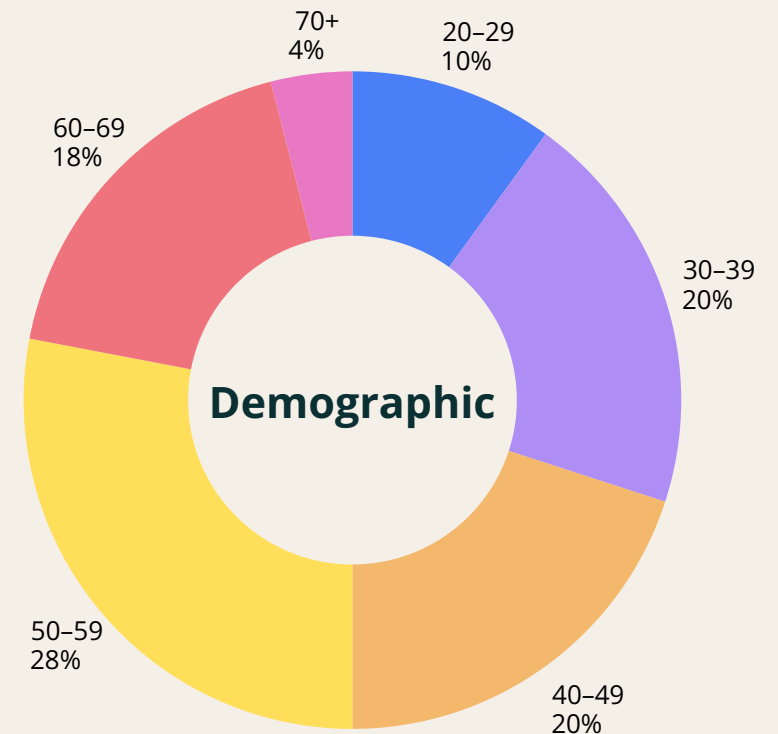
Website Visits

1,290

Newsletter Subscribers

4 (5TH TBC)

Strategically Located UK
Festivals - with a 5th on
its way!



HOW IT WORKS



Simple, flexible and built around your objectives. We don't believe sponsorship should be a one-size-fits-all exercise.

LET'S TALK

Tell us about your business, your objectives and the audience you're looking to reach.

CHOOSE YOUR ROUTE

We'll discuss whether a Group Partnership, Main Sponsorship, Festival Sponsorship or contra arrangement is the right fit.

BUILD YOUR PACKAGE

We'll create a partnership around the opportunities that are most valuable to your business.

EXECUTE THE PARTNERSHIP

We'll activate the partnership across the agreed channels and events. Our relationships don't finish when the festival ends. We continue to work with our partners throughout the year.

CONTACT US



Interested in becoming a Winederland partner?
Let's talk about what we could build together.



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