

2027 SPONSORSHIP PACKAGES



36° SOUTH COONAWARRA VIGNERONS CUP

FRIDAY 15 JANUARY 2027

PENOLA RACECOURSE

#36southcoonawarracup



COONAWARRA VIGNERONS CUP PRESENTED BY 36° SOUTH

The Coonawarra Vignerons Association extends you the opportunity to align your business as a sponsorship partner for the 2027 Coonawarra Vignerons Cup.

The 2027 event will mark the 45th running of the cup day event, making it one of South Australia's longest-standing country racing meets.

Held in January at the picturesque Penola Racecourse, the Coonawarra Vignerons Cup is one of the major tourist drawcards to the region during the summer holiday period.

One of the day's highlights is the Coonawarra Vignerons Cup Marquee, which brings together the local wine community, attracting over 500 eventgoers, including wine industry personnell, tourism business leaders, media, dignitaries and guests.

The all-inclusive Marquee event will feature a smorgasbord of Coonawarra fine wines, entry into the racecourse and marquee precinct, gourmet lunch and afternoon tea, with imperial wine auctions, fashions in the marquee contest, live music and live racing action.

A major event on the Coonawarra Wine Region calendar, the marquee event serves as a significant networking opportunity for the Coonawarra Wine Industry including growers, winemakers, marketers, supply chain partners, and service providers.

The event is supported by a strong marketing and promotions campaign across SA and Western Victoria including television, radio, digital and social media.

Sponsorship packages are limited, so early confirmation is vital to secure your place.

SPONSORSHIP TIMELINE

Friday 31st July 2026 - Confirm your sponsorship by this date

Monday 31st August 2026 - Provision of Logos/ Artwork

October - Coonawarra Vignerons Cup Launch -TICKETS ON SALE

EVENT DATE

Friday 15th January 2027

CONTACT FOR ENQUIRIES

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2027 COONAWARRA CUP SPONSORSHIP PROPOSAL

	Silver \$1,750 +GST	Gold \$2,750 +GST	Platinum \$3,750 +GST	Diamond \$7,750 +GST	Major \$10,000 +GST
Raceday naming rights					
Presenting partner logo adopted in event logo included in ALL promotions, printed + digital event materials					
RACE NAME • Listing + promotion on Racing SA site, and associated publications • Acknowledgement in National newspapers • Sky television on race day • National radio coverage on race day • Logo display on Event Day posters produced by Racing SA/Penola Racing Club					
Premium Coonawarra Wine Pack	 1Btl	 2 Btl	 3 Btl	 ½ Dozen	 1 Dozen
Invitation to Pre- Event Cup Launch					
Complimentary Event Tickets + Reduced rate for additional tickets (subject to availability)	 1	 2	 4	 6	 10
Complimentary reserved seat/s on selected transfer services to and from event					
Logo display on the CV Cup event page					
Live link from sponsor logo (displayed on CV website) to company website					
Logo on CV marketing + advertising materials. (Note- Posters produced by SA Racing only display logos of RACENAME Sponsors)					
Business profile inclusion within Coonawarra Vignerons Member correspondence (x1 Edition).					



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	Silver \$1,750 +GST	Gold \$2,750 +GST	Platinum \$3,750 +GST	Diamond \$7,750 +GST	Major \$10,000 +GST
Acknowledgement within event related media releases		✓	✓	✓	
Social media recognition of sponsorship level with company tags	✓	✓	✓	✓	
Opportunity to network with CV members and guests	✓	✓	✓	✓	
Winning Post signage display on track at Penola Racecourse					
Advertising space within the Event Race Guide		¼ page	½ page	½ page	Full Page
Race day caps (issued at event)	✓ 1	✓ 2	✓ 4	✓ 6	✓ 10
Logo display on sponsor wall – presentation backdrop		✓	✓	✓	
Logo display within Marquee event program	✓	✓	✓	✓	
M.C. Acknowledgement during marquee event announcements	✓	✓	✓	✓	
Post event invitation to 2027 Vintage Launch in March	✓	✓	✓	✓	

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Coonawarra, South Australia