



2024 PATRON'S SCHEME



www.winegb.co.uk



Be part of our great British success story

► UK wine production has become a shining light in the agriculture sector over recent years.

Vineyards are now the fastest growing edible agricultural crop, according to the Department for the Environment, Food & Rural Affairs. Extensive new plantings have grown the area under vine to just under 4,000 hectares, with a further 400ha planted in 2023. Hectarage has risen by 74% in the last five years alone. There are now 943 vineyards and 209 wineries in the UK. Total production in the past five years has averaged 10.72 million bottles, with 2018 and 2023 being our most productive years to-date. By 2032, WineGB predicts that there will be 7,600ha under vine with production hitting 24.7m bottles.

► Wines of Great Britain Ltd (WineGB) is the national trade body for vine growing and wine production in this country.

WineGB represents the interests of all sizes of vineyards and wine producers and is a clear and powerful voice for this exciting and expanding industry.

► Our vision

Is "to establish Great Britain as a sustainable wine region of world renown, recognised and celebrated for the quality of its wines and visitor experiences."

An important role for WineGB is to **be a strong voice campaigning across all levels of government.**

We work on the industry's behalf to secure more support for this growing sector and this includes specific projects with several Whitehall departments. We are also working with local authorities and other associated bodies to access support on economic development, export, planning, research & development, sustainability, and tourism.

► WineGB works closely with a selected list of Patrons who provide specialist services to meet the needs of the membership.

In return for sponsorship, WineGB offers Patrons exclusive access to the membership through a series of exclusive benefits and exposure opportunities to promote and market specific products or services.

► How you can help us

We use the funds raised from the Patron Scheme to further the development of the industry in the following fields:

- Education and Training
- Sustainability
- Tourism and Export
- Research and Development
- Generic Marketing
- Membership Services

► We will support our Patrons in every way we can

You are invited to join the industry body by becoming Gold or Silver Patrons in return for the range of benefits outlined on the next pages.



Gold Patron

£5,400 per annum

Standard benefits

- ▶ Trade Associate Membership of WineGB, which includes access to the WineGB Members' Area and Email Forum, regular communications, a free copy of *The Grape Press* magazine, and inclusion in the WineGB Commercial Database.
- ▶ Company featured on the WineGB website, with logo, company details and hyperlink.
- ▶ Logo featured in WineGB Weekly and other membership communications, as well as in *The Grape Press* magazine and WineGB event material.
- ▶ The chance to provide a 'member benefit' in the form of a discount, free consultation, or other incentive. Your member benefit will be advertised in the WineGB Weekly newsletter and in the WineGB Members' Area.

Optional benefits (please select a maximum of five):

- ▶ Two free full-page advertisements in *The Grape Press* magazine, published twice a year.
- ▶ Webinar contribution and/or option to present / record short infomercials.
- ▶ Two free tickets to the WineGB Industry Conference.
- ▶ Collaboration on at least one PR/social media initiative.
- ▶ Promotional announcements / press releases sent via email to members' list.
- ▶ Sponsorship of page in the Knowledge section of the WineGB website with logo displayed.
- ▶ The opportunity to meet and network with select WineGB members to discuss opportunities, industry strategy, and collaboration.



Silver Patron

£3,240 per annum

Standard benefits

- ▶ Trade Associate Membership of WineGB, which includes access to the WineGB Members' Area and Email Forum, regular communications, a free copy of *The Grape Press* magazine, and inclusion in the WineGB Commercial Database.
- ▶ Company featured on the WineGB website, with logo, company details and hyperlink.
- ▶ Logo featured in WineGB Weekly and other membership communications, as well as in *The Grape Press* magazine and WineGB event material.
- ▶ The chance to provide a 'member benefit' in the form of a discount, free consultation, or other incentive. Your member benefit will be advertised in the WineGB Weekly newsletter and in the WineGB Members' Area.

Optional benefits (please select a maximum of three):

- ▶ Two free half-page advertisements in *The Grape Press* magazine, published twice a year.
- ▶ Webinar contribution and/or option to present / record short infomercials.
- ▶ One free ticket to the WineGB Industry Conference.
- ▶ Premium listing on both the online and printed edition of the Commercial Database.
- ▶ Collaboration on at least one PR/social media initiative.
- ▶ Promotional announcements / press releases sent via email to members' list.
- ▶ Sponsorship of page in the Knowledge section of the WineGB website with logo displayed.
- ▶ The opportunity to meet and network with select WineGB members to discuss opportunities, industry strategy, and collaboration.



Sustainability Silver Patron

£2,000 per annum

Standard benefits

- ▶ Trade Associate Membership of WineGB, which includes access to the WineGB Members' Area and Email Forum, regular communications, a free copy of *The Grape Press* magazine, and inclusion in the WineGB Commercial Database.
- ▶ Company featured on the WineGB website, with logo, company details and hyperlink.
- ▶ Logo featured in WineGB Weekly and other membership communications, as well as in *The Grape Press* magazine and WineGB event material.
- ▶ The chance to provide a 'member benefit' in the form of a discount, free consultation, or other incentive. Your member benefit will be advertised in the WineGB Weekly newsletter and in the WineGB Members' Area.

Optional benefits (please select a maximum of two):

- ▶ Two free quarter-page advertisements in *The Grape Press* magazine, published twice a year.
- ▶ Webinar contribution and/or option to present/record short infomercials or contribute to a SWGB workshop (where relevant).
- ▶ Premium listing on both the online and printed edition of the Commercial Database.
- ▶ Collaboration on at least one PR/social media initiative.
- ▶ Promotional announcements / press releases sent via email to members' list.
- ▶ Sponsorship of a page in the Knowledge section of the WineGB website (where relevant).
- ▶ The opportunity to meet and network with select WineGB members to discuss opportunities, industry strategy, and collaboration.

Events Calendar 2024



- ▶ WineGB Industry Conference | 5 March
- ▶ ProWein | 10-12 March
- ▶ AGM | May TBC
- ▶ London Wine Fair | 20-22 May
- ▶ Welsh Wine Week | 24 May - 2 June
- ▶ English Wine Week | 15 - 23 June
- ▶ WineGB Awards Lunch & Trophy Presentations | 19 July
- ▶ Trade & Press Tasting | 4 September



- ▶ For up-to-date information please see www.winegb.co.uk
- ▶ For more information or to join the Patrons' Scheme, please contact Nicola Bates:
E: Nicola@winegb.co.uk | T: 01858 467792
- ▶ Terms & Conditions
 - All benefits will cover the calendar year 2024.
 - Any new Patron joining part way through the year will pay a proportion of the fee calculated on a months remaining basis.
 - Payment is via a single annual fee, with the invoice raised at the time of joining/renewing.
 - All costs are exclusive of VAT.



WINEGB

WINES OF GREAT BRITAIN

