



VICTORIA INTERNATIONAL
WINE
Festival

2025 VENDOR PACKAGE

VICWF.COM

VICTORIA WINE FESTIVAL [VICWF]

The Victoria International Wine Festival takes place at the Victoria Conference Center. Centrally located in the downtown core, the Conference Center offers many amenities beneficial to hosting the Festival. VICWF is hosted on the ground level in a spectacular setting. In addition to the grand tastings, VICWF offers seminars between each tasting session and wine-paired dinners running up to the Festival dates. Seminars will be held in breakout rooms attached to the building.

FESTIVAL OVERVIEW

From October 2nd to 7th, the city will host the Victoria International Wine Festival, celebrating the finest wines from around the world. Set against Victoria's natural beauty, with its Mediterranean climate, lush gardens, and sophisticated atmosphere, the festival provides the perfect setting for a global wine experience. With a boutique feel, the event encourages meaningful conversations, enhances wine knowledge, and introduces attendees to new and beloved selections, making it a memorable experience for both novice and seasoned wine enthusiasts.

VICWF is scheduled for week of operations, with tastings as follows:

OCTOBER 5TH - 7TH

WINE DINNERS - VARIOUS LOCATIONS

THURSDAY, OCTOBER 2ND

1:00PM - 2:30PM | MASTER CLASS
6:00PM - 7:00PM | CONSUMER SEMINAR
7:00PM - 9:00PM | BUBBLES BASH

FRIDAY, OCTOBER 3RD

12:00PM - 1:00PM - REGIONAL MASTERCLASS
1:00PM - 3:30PM | TRADE TASTING
5:30PM - 7:00PM | REGIONAL CONSUMER SEMINAR
7:00PM - 9:30PM | PUBLIC TASTING #1

SATURDAY, OCTOBER 4TH

2:00PM - 3:00PM | CONSUMER SEMINAR
3:00PM - 5:30PM | PUBLIC TASTING
5:30PM - 7:00PM | CONSUMER SEMINAR
7:00PM - 9:30PM | PUBLIC TASTING #3

Seminars can be accommodated for scheduling on any of the above days for 50 guests. Each tasting will have a 500 person capacity, with 45+ showcasing tables. Pours will be limited to 1oz - 2oz servings.

QUICK VICWF FACTS

Showcasing City : Victoria, BC
Proposed Dates: October 2nd - 4th, 2025
Location: The Victoria Conference Center
Tasting: (1) Trade (3) Public (2) Dinners (4) Seminars
Attendance: 1800

DEMO GRAPHICS

Population - 402,000
Mean Attendee Age - 42.71
Average House Cost: \$1,316,100
Gender: 52.8% Female

VENDOR BENEFITS

The Victoria International Wine Festival is Victoria's only international wine tasting event. We focus on remaining a boutique Festival to allow for greater engagement, better conversations, and ultimately more interest in your wine!

MODERN AND DIGITAL MARKETING

Our Festival is supported by marketing initiatives that focus on high-reaching campaigns that do not compare to traditional media spending.

The value of partnering with our Festival far outreaches the monthly spend that most companies allocate to marketing alone. The campaigns are focused on the new generation of wine enthusiasts, which allows our partners to build trends directly into the Victoria market. We are very fortunate to be at the forefront of a movement of new, younger consumers shopping for and learning about wine. The festival enables our partners and vendors to connect to this trending demographic and align with marketing campaigns that focus on developing our partners as key stakeholders within this market.

MEDIA PARTNERS

The Victoria International Wine Festival is lucky to have key partners that give our vendors and sponsors access to exclusive advertising, editorials, and product placements.

ON-SITE SALES

The Festival partners with a liquor store to build an on-site pop-up store that sells your products directly to our guests. As part of our partnership, we work with the liquor store to showcase and gain your brand shelf space before and after the festival in the partner's stores.

ENGAGED AUDIENCE

The Victoria International Wine Festival is known for its highly engaged audience, driven by a deep curiosity and passion for wine. Feedback from our guests consistently highlights their desire to learn and explore, making education a core element of the festival's appeal. Whether through tastings, seminars, or interactions with experts, attendees come eager to expand their knowledge and discover new wines. This thirst for learning creates an interactive and lively atmosphere, setting the festival apart as not just an event, but a true wine experience where education meets enjoyment.

TRADE TASTING

We understand how important it is to expose your brand to restaurant owners, distributors, and influencers. Each year, we hold a trade tasting free of cost for guests who are contacted by the Festival and invited to register in advance. The Festival welcomes local wine industry professionals, including restaurant owners and chefs, distributors, sommeliers, and purchasers. This allows you to share your products and knowledge with a concentrated and focused trade demographic.

TABLE FEES

The Festival focuses on making the fees associated with taking part in the festival as minimal as possible while developing our Festival's mandates. To participate in the Festival, we ask for the following table fee structure:

DEPOSIT \$500

Returned at the Festival's end upon successful policy manual completion.

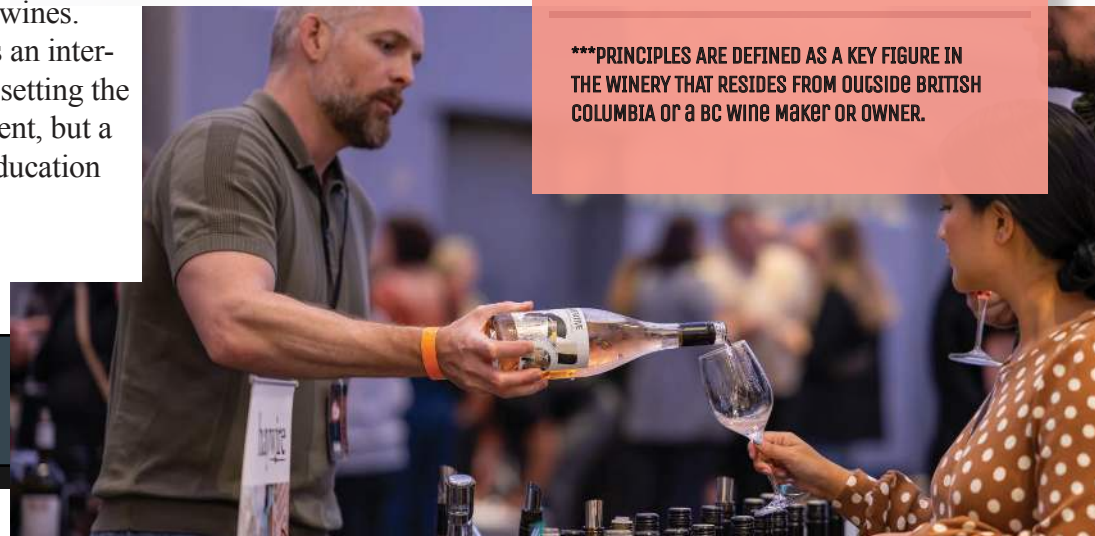
FEES

1 TABLE PRINCIPAL IN ATTENDANCE
FREE **PLEASE SEE DEFINITION OF PRINCIPAL

1 TABLE WITHOUT PRINCIPAL
\$350 IF SIGNED UP BEFORE MARCH 1ST, 2025
\$500 IF SIGNED UP AFTER MARCH 1ST 2025

ADDITIONAL TABLES
\$250 PER

***PRINCIPLES ARE DEFINED AS A KEY FIGURE IN THE WINERY THAT RESIDES FROM OUTSIDE BRITISH COLUMBIA OR A BC WINE MAKER OR OWNER.



WHAT MAKES US UNIQUE

THE FOUNDATION

One of the defining aspects of our festival lies in its origin. It began when an event planner, driven by a passion for wine, teamed up with three sommeliers to change the way wine is experienced. The vision behind the festival was to transform wine from an intimidating subject, often dominated by connoisseurs, into an accessible and enjoyable journey for all—especially those eager to explore but unfamiliar with the complexities of wine. This unique blend of expertise and approachability sets the foundation for our festival’s success, creating lasting impressions on both novice and intermediate wine enthusiasts while still engaging organically with experts.

RETHINKING EVENT FLOW

It’s interesting to note that conventional trade tasting layouts can actually hinder interaction. In contrast, the music festival industry has mastered creating layouts that enhance engagement, knowing that this leads to increased sales. The design of our festival takes inspiration from the experience of navigating events with over 30,000 attendees, adjusting those principles to suit a wine festival setting. This approach not only fosters more meaningful engagement between guests and vendors but also introduces an element of discovery, guiding attendees along a path where they create their own unique story throughout the event.

CURATED STORYLINE

We recognize the challenges faced by the wine industry and address them by curating a thoughtful experience for our guests. This includes crafting a cohesive storyline through the careful selection of wines and the way they are presented both in our booklet and online listings. By partnering with producers and agencies that offer accessible wines defined as high-quality selections with 80% priced under \$25 retail we create an approachable yet elevated experience that invites attendees to explore and enjoy without barriers.



CLICK TO
WATCH WHAT
THE FESTIVAL
IS ALL ABOUT

HOSPITALITY IN ACTION

The Festival actively engages the broader hospitality industry each year by hosting think-tank luncheons where regional leaders collaborate to develop strategies for participation. Together with the Festival team, these industry professionals create actionable plans that not only enhance involvement but also build a stronger community. This approach fosters long-lasting relationships, leading to sustained wine listings and curating a wine story that resonates across all levels of restaurants, bars, and other hospitality establishments. By involving their staff in the process, it ensures they feel invested in the project, creating a deeper connection and commitment to the Festival’s success.



MARKETING STATISTICS

[CLICK HERE FOR 2024 EVENT ERPORT](#)

ATTENDANCE

Overall Attendance: **1604 attendees** (including staff, vendors, & wine representatives)
Average Age: 47.57 years of age
Average Income: \$91,000 - \$103,000
Gender: 68.6% Female / 31.4% Male
Location: 51.34% Victoria | **48.76% out of town (2% increase from 2023)**
Trade in Attendance: 312

ONLINE

META PAID

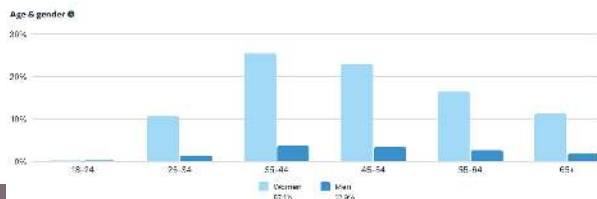
Impressions: 1,125,730
Total Reach: 330,403
Reach Cost: \$0.017 per

FACEBOOK (Direct Stats)

Likes: 8,960
Total Reach: 268,150
Interactive Age: 35-54 Years of Age

Demographics

Facebook



WINE STATISTICS

Wineries represented:

Total Countries Represented: 18
Total Vendors (including food): 65
Total Wine[s] Showcased: 389

POP-UP SHOP (Refer to the stats below for agency sales stats)

The shop allowed consumers to buy wines they tasted at the Festival. The Festival's wine shop total sales were as follows:

Units Sold: 882

WEBSITE (Primary)

User Count: 28,132
Average Time on Website: 34 seconds
Event Count: 169,810

NEWSLETTER (Primary)

AUDIENCE
Contacts: 8,084
Subscribers: 7,723

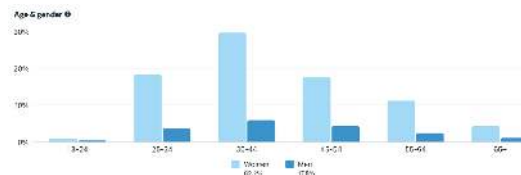
PERFORMANCE

Emails Sent: 107,697
Open Rates: 49%
Click Rate: 2.9%
Unsubscribe Rate: 0.62%

INSTAGRAM (Direct Stats)

Followers: **4,274** (1374 increase)
Reach: 110,446

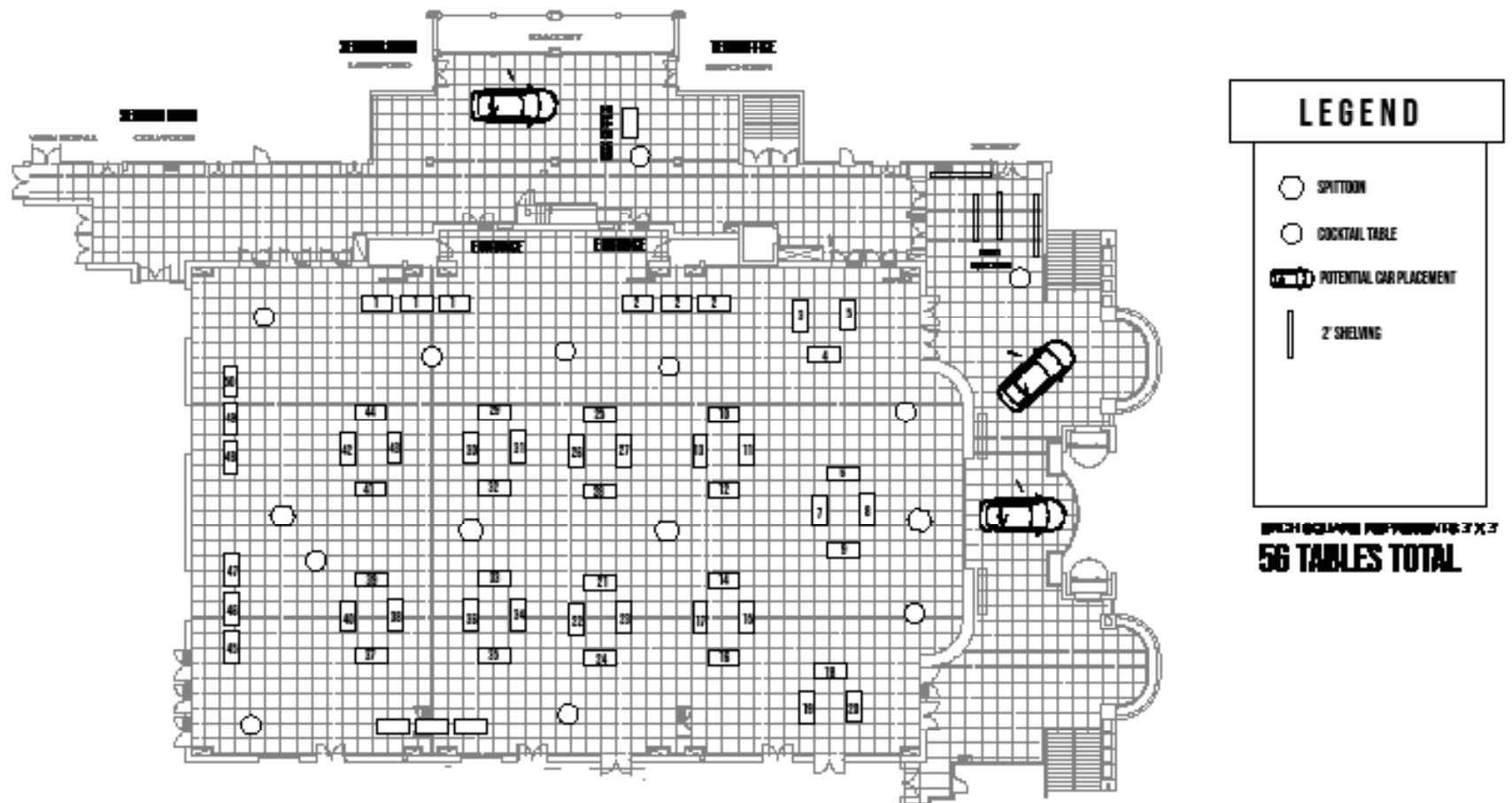
Instagram Demographics



FESTIVAL FLOW

As at any wine tasting event, it is crucial that participants can continuously move through the space with easy access to all wine representatives and wines. An experienced event management and security team control the Festival, supported by a small volunteer group. The event staff works with wine representatives to ensure maximum valuable interaction opportunities are achieved. When any attendee (public or trade) enters the Festival, they're greeted by a VICWF volunteer usher, a brochure detailing the represented wineries and their respective on-site locations, and given their tasting glass. Consumables stations will be strategically placed among sip (wine) stations; these will offer locally sourced Vancouver Island meats, cheeses, bread, and crackers. Coffee and water will also be available. Water and glassware supplies will be continuously refreshed throughout the event.

To examine the event setup in closer detail please see the attached venue map:





VICTORIA INTERNATIONAL **WINE** *Festival*

CONTACT US

EMAIL US AT INFO@VICWF.COM

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