

GREAT WINE CAPITALS INTERNATIONAL CONFERENCE PARTNERSHIP OPPORTUNITY



HAWKE'S BAY



One of the world's
Great Wine Capitals



2026 GREAT WINE CAPITALS INTERNATIONAL CONFERENCE SPONSORSHIP PROSPECTUS

Hawke's Bay has won the prestigious hosting rights for the 2026 Great Wine Capitals Global Network International Annual Conference.

The Great Wine Capitals Global Network Annual Conference is a premier international event bringing together leaders in wine tourism, trade, media, and academia from around the globe.

Hawke's Bay will host this prestigious gathering October 18-22, 2026. Up to 200 delegates from across the Great Wine Capitals international network and New Zealand will converge in Hawke's Bay to celebrate excellence and innovation in wine tourism.

The conference programme brings five days of immersive food, wine and cultural experiences, knowledge sessions, B2B travel trade meetings, and the Global Best Of Wine Tourism Awards.

The Great Wine Capital international conference offers a unique opportunity for businesses to showcase their brand and services to a global and national audience of decision-makers and influencers.



Background

Hawke's Bay is New Zealand's only member of the prestigious Great Wine Capitals Global Network, joining renowned regions such as Bordeaux, Napa Valley, and Adelaide South Australia. This membership recognises Hawke's Bay for its exceptional wine production, rich winemaking heritage, and outstanding wine tourism experiences. Known as New Zealand's Food and Wine Country, Hawke's Bay offers diverse varietals and unique soil profiles, complemented by vibrant twin cities Napier and Hastings, celebrated for their cultural and artistic appeal. The Great Wine Capitals network elevates Hawke's Bay on the global stage, fostering international collaboration, marketing exposure, and knowledge exchange, while promoting sustainability and innovation in wine tourism.



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PROGRAMME

Sunday 18 October

Hawke's Bay Farmers' Market

Pōwhiri (welcome) and Lunch at a Marae

Art Deco Walking Tour of Napier

Opening Ceremony and Cocktail Event

Wednesday 21 October

Travel Trade Expo

International Wine Tasting

Monday 19 October

Working Group Meetings

Executive Committee Civic Tour

Business Delegate Winery Tour

Dinner at Craggy Range Winery

Thursday 22 October

Knowledge Day

Gala dinner and Best Of
Wine Tourism Awards

Tuesday 20 October

Cultural visit to Ātea a Rangī Star Compass

Winery tours with lunch at Church Road Winery



SPONSORSHIP PACKAGES



Gold Sponsor NZD \$10,000

Position your brand as a leading partner of the Great Wine Capitals Global Network, with maximum visibility and exclusive networking opportunities across the conference programme. Gold sponsors enjoy premium exposure, direct access to decision-makers, and the ability to shape the delegate experience through speaking and hosting privileges.

Benefits

Recognised GOLD partner for overarching conference programme.

Two x full 5-day delegate packages allowing global networking opportunities: in-person introductions for you to connect with political and business leaders within the global Great Wine Capital network.

Naming rights of an award category at the Best Of Wine Tourism Awards; includes 10 tickets for hosting your staff, customers, and guests at the Best Of Wine Tourism Awards.

Opportunities for co-branded merchandise to be developed and gifted at events within the conference programme.

Endorsement by Hawke's Bay Great Wine Capitals of your company as a world-class business/product and association of your brand with world-class wine regions and wineries.

Your signage at all appropriate events (such as the Knowledge Day, International Wine Tasting, the Best Of Wine Tourism Awards) and opportunities for demonstration/sampling displays where appropriate.

Premium logo inclusion across digital, printed collateral, and other promotional material.

Media / PR packages and digital/social promotion of your company as a sponsor through Hawke's Bay's Great Wine Capital channels and our partner channels, including Hawke's Bay Tourism, Hawke's Bay Wine, Hastings District Council, Napier City Council, EIT, and Hawke's Bay Airport channels.

Speaking opportunity: Introduce a keynote speaker or short address during the Knowledge Day.

Priority access to purchase additional delegate packages.



SPONSORSHIP PACKAGES



Silver Sponsor NZD \$6,000

Silver sponsorship offers strong brand presence and meaningful engagement with delegates.

This tier provides a balance of visibility and interaction, ensuring your brand is recognised throughout the event while giving you a platform to connect with industry leaders.

Benefits

Acknowledgement as a SILVER sponsor for the overarching conference programme.

One x full 5-day delegate package allowing global networking opportunities: in-person introductions for you to connect with political and business leaders within the global Great Wine Capital networks.

Naming rights of an award category at the Best of Wine Tourism Awards; includes 6 tickets for hosting your staff, customers, and guests at the Best Of Wine Tourism Awards.

Endorsement by Hawke's Bay Great Wine Capitals of your company as a world-class business/product and association of your brand with world-class wine regions and wineries.

Your signage at all appropriate events (including the Best Of Wine Tourism Awards) and opportunities for demonstration/sampling or the inclusion of promotional material where appropriate.

Inclusion of your logo on appropriate promotional material.

Media / PR packages and digital/social promotion of your company as a sponsor through Hawke's Bay's Great Wine Capital channels and our partner channels, including Hawke's Bay Tourism, Hawke's Bay Wine Growers, Hastings District Council, Napier City Council, Great Things Grow Here, EIT, and Hawke's Bay Airport channels.

Priority access to purchase additional delegate packages.



SPONSORSHIP PACKAGES



Bronze Sponsor NZD \$3,000

Bronze sponsorship is an accessible entry point for brands seeking visibility at an international wine tourism event. It ensures your logo is seen by all delegates and positions your business as a supporter of global wine excellence, with opportunities to build connections.

Benefits

Acknowledgement as a BRONZE sponsor for the overarching conference programme.

One x 3-day delegate registration package allowing global networking opportunities to connect with political and business leaders within the global wine industry.

Naming rights of an award category at the Best Of Wine Tourism Awards; includes 2 tickets for hosting your staff, customers, and guests at the Best of Wine Tourism Awards.

Endorsement by Hawke's Bay Great Wine Capitals of your company as a world-class business/product and association of your brand with world-class wine regions and wineries.



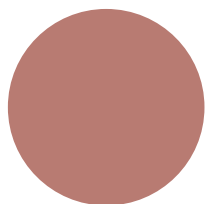
Inclusion of your logo on appropriate promotional material.

Media / PR packages and digital/social promotion of your company as a sponsor through Hawke's Bay's Great Wine Capital channels and our partner channels, including Hawke's Bay Tourism, Hawke's Bay Wine, Hastings District Council, Napier City Council, EIT, and Hawke's Bay Airport channels.

Priority access to purchase additional delegate packages.



SPONSORSHIP PACKAGES



Award Sponsor or Exhibitor NZD \$1,500

An Award Sponsor allows brands to showcase their support and gain visibility via naming rights of one of the seven Best Of Wine Tourism awards at the prestigious gala dinner.

There are also a limited number of Exhibitor booths at the International Wine Tourism conference (Knowledge Day) providing an exciting opportunity to talk to global delegates and national industry professionals about your business or product one to one.

Benefits

Endorsement by Hawke's Bay Great Wine Capitals of your company as a world-class business/product and association of your brand with world-class wine regions and wineries.

Inclusion of your logo on appropriate promotional material.

Award Sponsor Benefits

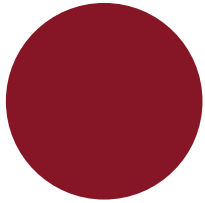
Naming rights of an award category at the Best Of Wine Tourism Awards; includes 2 tickets to the Best Of Wine Tourism Awards.

Exhibitor Benefits

One Exhibition booth (table with space to display one banner) at the lunch break during the Knowledge Day, includes 1 ticket to the Knowledge Day



SPONSORSHIP PACKAGES



Wine Sponsor

Wine sponsorship allows Hawke’s Bay wineries to showcase their wine at any one of the key events in the programme. Your wine will be enjoyed by over 70 international delegates from 11 prestigious wine regions around the world and for some events an additional large national wine industry delegation.

(Consideration will be given to wines with Silver Medal and above or a review score of 92 points and above).

Benefits

Acknowledgement as a WINE sponsor for one or more highlight events within the programme.

Tickets (2) to attend the sponsored event with global networking opportunities

Inclusion of your logo on appropriate promotional material.

Media / PR packages and digital/social promotion of your company as a wine sponsor through Hawke’s Bay’s Great Wine Capital channels and our partner channels as appropriate, including Hawke’s Bay Tourism, Hawke’s Bay Wine, Hastings District Council, Napier City Council, EIT, and Hawke’s Bay Airport channels.

Programme opportunities to showcase wine

Day	Highlight Events	Wine Opportunity
Sunday 18 October	Opening Ceremony cocktail event at MTG	Cocktail event for 100 international conference delegates and VIPs
Monday 19 October	Working Group meetings at Toitoto	Lunch for 35 international delegates
	Executive Committee Civic Tour	Lunch at Cape Kidnappers for 20 international and local leaders
	Business delegates on wine tours with lunch at Pask Winery	Lunch for 30 international delegates
	Dinner at Craggy Range Winery	Drinks and dinner for 100 international conference delegates and VIPs
Tuesday 20 October	Winery tours day with lunch at Church Road winery	Lunch for 80 international delegates
Wednesday 21 October	Travel Trade Expo at Napier War Memorial	Lunch for 120 international delegates and travel buyers and sellers
	International Wine Tasting at Black Barn Market	Wine tasting booth for 2 hours for 200 international delegates and public ticketholders
Thursday 22 October	Conference Day at Napier War Memorial	Lunch for 180 international delegates and wine industry professionals from around New Zealand
	Gala and Best Of Wine Tourism Awards dinner at Toitoto	Drinks and dinner for 150 international, national and local attendees

GET INVOLVED

If you'd like to know more, please contact
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