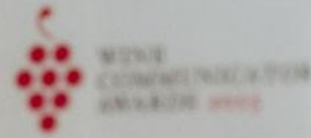


Best Published
Feature Article
in Wine Culture

Max Allen



Best New
Wine Book

*Alternative
Reality
the film*



WINE COMMUNICATOR AWARDS

Recognising outstanding contribution to,
and excellence in, wine communication
in all its forms.

AWARDS OVERVIEW

The annual WCA Wine Communicator Awards recognises outstanding contribution to, and excellence in, wine communication in all its forms. It is an important initiative for the sector and is well supported by a broad cross section of the wine industry.

In each category, a short list of finalists is reviewed and selected by the panel of expert judges. A winner is then chosen in consultation with the WCA Board. The overall Wine Communicator of the Year is then awarded from the category winners.

Previous winners have included Katie Spain, Trish Barry, Oliver's Taranga, Barossa Grape & Wine Association, Tyson Stelzer, Gill Gordon-Smith, Jeni Port, Huon Hooke, James Halliday, Max Allen and Campbell Mattinson.

The winner for each category is announced at a special Awards Ceremony – it is always a wonderful evening of celebrations, food, wine and conversation.

This year's ceremony
will be held in
Sydney in
November 2026



AWARD CATEGORIES

Going from strength to strength, this is the eleventh year WCA have run the awards which recognise excellence in a wide range of print and digital communications and more recently wine education.

2026 Award Categories include:

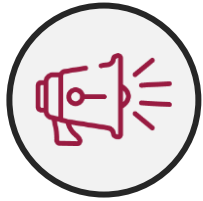
- Best Wine Marketing Communications Campaign
- Best Digital Communication
- Best Social Media Communication
- Best Published Feature Article or Wine Column
- Best Innovative Packaging
- Best Wine Book
- Best Winery Website
- Best Wine-themed Event
- Best Wine Communicator: Cellar Door
- Best Wine Communicator: Marketing
- Best Wine Communicator: Sales
- Best Wine Education Provider
- Best Wine Student

WINE COMMUNICATOR AWARDS



AWARD CATEGORY SPONSORSHIP PACKAGE

Brand Exposure

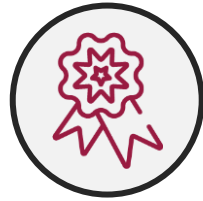


A5 advertisement in the Awards Program

Your logo featured on Awards related material including:

- eNews
- Presentations
- Award certificate
- Website
- Social Media

Recognition



Social media and other digital communications

MC Announcement at the Award Ceremony

Banner at the Awards Ceremony

Perks



Invitation to become a judge at the Awards and participate in the Awards process

2 x Complimentary tickets to attend the Awards Ceremony

Exclusive member discount on any additional tickets purchased

Invitation to present your category Award to the winner

Investment



\$2,500 +GST
(to be invoiced 1 July 2026)



WINE COMMUNICATORS
OF AUSTRALIA

PROFESSIONALS WORKING IN WINE

AWARDS MEDIA COVERAGE

As part of the Awards sponsorship, your brand will receive exposure through WCA's various communications platforms.



Social Media

X
Facebook
Instagram
LinkedIn

Total Audience of 15K+



Digital

WCA's monthly update
over 2.1K subscribers

WCA's dedicated
Awards webpage

Daily Wine News

Intermedia publications
including The Shout and
National Liquor News

WINE COMMUNICATOR AWARDS



WINE COMMUNICATORS
OF AUSTRALIA

PROFESSIONALS WORKING IN WINE

PAST AWARDS SPONSORS



Accolade
Wines

Wine
Australia



ROSE  VINE

VINOMOFO



THE UNIVERSITY
of ADELAIDE

PARALLAX



HANDPICKED™
WINES

WINE COMMUNICATOR AWARDS



WINE COMMUNICATORS
OF AUSTRALIA

PROFESSIONALS WORKING IN WINE



AWARDS NIGHT

Celebrations, wine and conversation!



WINE COMMUNICATORS
OF AUSTRALIA

PROFESSIONALS WORKING IN WINE



**WINNERS ARE
GRINNERS!**

CONTACT US

We would be delighted to have you on board as a category sponsor for the Wine Communicator Awards.

Please contact us to discuss further.

Alex Burgener
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Wine Communicators Australia

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Email: wca@winecommunicators.com.au

WINE COMMUNICATOR AWARDS

