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## **Entry Fees for the NWC/Top 100 Wine Challenge 2017 - summary**

### **Stage 1: Wine entry fee**

#### **Early bird special offer (closes 10<sup>th</sup> February)**

R1095 per wine (R 1248.30 incl. VAT)

#### **Loyalty discount additional saving (closes 10<sup>th</sup> February) [Same wine entered in 2016]**

R995 per wine (R1134.30 incl. VAT)

Or

#### **Standard entry offer (closes 19<sup>th</sup> March)**

R 1 195 per wine (R 1 362.30 incl. VAT)

### **Stage 2: Top 100 awarded winning wines – APP inclusion & related marketing**

Winning vineyards contribute a sum per winning wine which partly covers a % of the substantial costs applicable to a select range of market facing activity. This includes:

Full colour wine and vineyard inclusion in the APP with direct link to vineyard website; T100 website listing with wine label image; gift pack including free bottle stickers; winners event launch.

For 2017 the fee is R 2 950 (R3 363 incl. VAT) per winning wine, payable by 24<sup>th</sup> April 2017.

Late payment of fees post 30<sup>th</sup> April 2017 (7 days from final payment date being 24<sup>th</sup> April 2017), will incur penalty interest charged at 2% per month.

Each winning vineyard will receive a valuable winners pack per wine, which will include:

- Highest quality winners embossed & gold foiled certificate
- Digital versions of awards and brand material
- Top 100 winner bottle stickers
- a link to download the APP
- rights to distribute the APP to your own database.

To help put this into perspective, a single 1-page advert in Platter would have cost you approximately R 30K or R50K per double page for 2017. Thus, your winning wine feature in the Top 100 SA Wines APP is most definitely:

Powerful...effective ...and great value for money

The APP is distributed worldwide in both Apple and Android versions. This provides a giant footprint for a negligible cost.