



# Join the Barossa Vintage Festival Family

BAROSSA  
VINTAGE  
FESTIVAL

23<sup>RD</sup> – 27<sup>TH</sup> APRIL – 2025

[BAROSSAVINTAGEFESTIVAL.COM.AU](http://BAROSSAVINTAGEFESTIVAL.COM.AU)

# ABOUT THE FESTIVAL

## HISTORY

The Barossa Vintage Festival is considered Australia's first and one of the most successful wine and food festivals. It invites locals and visitors to the region to enjoy a showcase of history, arts, fine food and produce, music and the exceptional wine the Barossa is known for.

It is a celebrated biennial event with a history dating back to 1947 and is deeply embedded in the culture and living history of Barossa Valley residents and visitors alike. It is part of the local identity and celebrates all that is loved in the Barossa – generous hospitality, gorgeous landscapes, fine wine, exquisite food and unique stories steeped in heritage. It is a special kind of event, where the locals put on a party and invite visitors to join in the fun!

Delivery and promotion of the festival relies on development of financial partnerships with government and other agencies as well as sponsorship from community and commercial organisations.

## PURPOSE

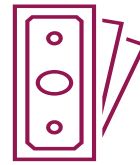
To **Create** pathways for local residents and visitors to showcase and discover Barossa culture through wine, food, art and people.

To **Generate** value for the regional economy and leave lasting cultural legacies for the community.

To **Position** the Barossa as a global wine, culinary and cultural destination.

## IMPACT

The festival provides important social, cultural and economic impact for the Barossa region



**\$14.8M**  
VISITOR  
EXPENDITURE



**54,901**  
TOTAL  
ATTENDANCE



**3,368,778**  
MEDIA  
AUDIENCE



**79**  
TOTAL  
EVENTS



**64**  
TOTAL  
VENUES







# OUR FUTURE

On the back of a review of the festival in 2023 we have implemented a series of important developments for our 2025 program. These respond directly to the expectations of our stakeholders and local residents who believe the festival has the potential to grow and develop further. Balancing the need for the event to offer economic benefit and provide for the local communities' social and cultural need is paramount.

Vintage Festival 2025 will include the much-loved hallmark events including the beloved Parade, the Young Ambassador Program, the Scarecrows Trail and Ziegenmarkt alongside the traditional town days the parade party and some new events designed to bring community and industry together. It will offer both locals and visitors numerous opportunities to enjoy live music, art and historical displays, attend exceptional culinary experiences, taste some of the world's best wine and discover the best of Barossa heritage and lifestyle – alongside winemakers, storytellers and producers.

## ***Our ambition...***

*To grow both the quality and impact of the festival..*

## ***Our goals...***

*Increase our income and impact by 10% for the 2025 festival.*

*Ensure the balance of economic, cultural and social impact is maintained.*

## ***How our friends help...***

### **Sustainability**

We can plan and grow the festival in a way that ensures it is sustainable and around for future generations to enjoy.

### **Accessibility + Inclusion**

We can ensure there are free and affordable activities for everyone to enjoy! We can engage our community and visitors in meaningful ways.

### **Expertise**

We can engage the right people to ensure we can sustain and grow a professional, unique, captivating event – culturally and economically.

### **Reach**

We can increase the reach of the festival brand, grow our audiences and enhance the reputation of the Barossa more broadly.

### **Leadership + Capacity**

We can improve the practical skills and capacity of the local community and industry through volunteering programs and Young Ambassador Program.

### **Programming**

We shake things up a bit! We can continue to grow and develop a program that is fun, innovative, exciting and sought-after.

# BECOME A 2025 VINTAGE FESTIVAL FRIEND

## PLATINUM FRIEND OF THE FESTIVAL

Cost: \$1500

- Acknowledgement as a Platinum Friend in the Festival Program and Website.
- A Platinum Friend Window Sticker to install in your premises.
- Two complimentary Tickets to Club Vintage – our Saturday after dark event.
- Two complimentary tickets to our Grapevine Texas Celebration.
- Complimentary registration for the Barossa Vintage Festival Parade.
- Invitation to the Barossa Vintage Festival Launch Event.

## GOLD FRIEND OF THE FESTIVAL

Cost: \$1000

- Acknowledgement as a Gold Friend in the Festival Program and Website.
- A Gold Friend Window Sticker to install in your premises.
- Two complimentary Tickets to Club Vintage – our Saturday after dark event
- Two complimentary tickets to our Grapevine Texas Celebration.
- Invitation to the Barossa Vintage Festival Launch Event.

## SILVER FRIEND OF THE FESTIVAL

Cost \$500

- Acknowledgement as a Silver Friend in the Vintage Festival Program and Website.
- A Silver Friend Window Sticker to install in your premises.
- Two Complimentary Tickets to Club Vintage – our Saturday after dark event.
- Invitation to the Barossa Vintage Festival Launch Event.

Contributions can be invoiced as a single payment or as 2 instalments.  
Friends Program Fees are valid for one festival.

Further information:

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