



2026 ORANGE WINE FESTIVAL | MEMBER PROGRAM TERMS AND CONDITIONS

Welcome to the 2026 Orange Wine Festival. We look forward to partnering with you to create an exciting program of events showcasing the best the Orange Wine region has to offer.

COST TO PARTICIPATE

The cost to be part of the Orange Wine Festival official event program is a one-off cost of \$250, regardless of how many events are hosting. This fee will contribute to the overall marketing of the festival.

Fringe events will not be accepted; events must take place within the Orange Wine Festival dates from Friday 16 October to Sunday 25 October.

DEADLINE

The Wine Festival program will launch in early July so to ensure your event is part of the official launch and to take full advantage of the festival's marketing and promotions, make sure you submit your EOI by **30 June**.

MEMBERSHIP

Membership of ORVA, FOOD Week Inc. or Orange360 is a requirement for participation in the Festival Program.

EVENT LISTING CRITERIA

The 2026 Orange Wine Festival program will require certain criteria for your event to be a part of the program. We want to deliver a quality program that will interest visitors to come to Orange and showcase our region as an innovative and unique region to visit.

We encourage you to be creative and try something new in your business that could promote your unique selling points and possibly provide a launching pad for new or different product, year-round.

It is the discretion of the ORVA Executive to manage the number of events on any given day to ensure that all events are given the opportunity to be well attended.



ORANGE WINE FESTIVAL EVENT CRITERIA

1. Events must include elements of uniqueness – simply opening your doors and offering what is usually available to visitors at any time of year is not an event.
2. Special deals or offers will be considered, but unique and/or new events will be given marketing preference. Special offers or deals will not be promoted as events; they will be promoted in their own 'Special Offers' category.
3. Fringe events will not be accepted; events must take place within the Orange Wine Festival dates from Friday 16 October to Sunday 25 October.
4. Orange region wine, food, climate, natural landscape and our people need to be the heroes of the event.
5. You must commit to marketing your event through your own channels and supply high quality images (see note below under ATDW). If your images are not to a high enough standard, your event will not be included in targeted marketing activity or shared with third parties (such as Destination NSW).
6. Event submissions containing descriptions copied directly from ChatGPT **will not** be accepted*.

***ChatGPT**

We all use, and encourage, the use of ChatGPT when drafting your event descriptions but this should be used as a guiding tool only. Anything put through ChatGPT should be proofed, edited and customised to fit your individual event. Any event descriptions submitted as a direct copy and paste from ChatGPT will not be accepted.

Obvious and recognisable ChatGPT descriptions also interfere with Google SEO (Search Engine Optimisation). This applies to both your event listing on ATDW and your event listing and ticketing link on your website. This can have a direct negative impact on Google users finding your event through Google search.



Please use the below as a guide when using ChatGPT:

- Paste the content into a plain-text editor or Word doc from ChatGPT • Proof the event description and edit the full passage to ensure it is personalised and represents your event and your business, ensuring you maintain your unique tone of voice.
- Remove ChatGPT 'hyphens' (—), note these are longer dashes compared to smaller dashes (-)
- Remove all emoji icons, such as wine glasses, grapes, dollar signs etc

Remove sections of text that are unnecessarily in **bold**

- Update from American English to Australian English (no z's)

ATDW & the Orange360 website:

All events as part of the Orange Wine Festival program will be listed on the Orange360 website via ATDW:

- Do not submit your Wine Festival event/s directly through ATDW, we will do this for you. This ensures consistency across the festival content, event listings are checked for maximum SEO and we have access to your event images to share across multiple channels.
- Event descriptions must be in third-person language ONLY. This is an ATDW requirement.
- Image requirements: Landscape orientation photos ONLY with a minimum size of 1600 x 1200 pixels and maximum photo size is 10mb.
- ATDW does not accept: Portrait sized photos, posters, brochures, logos or photos with written text overlay.



TERMS AND CONDITIONS

PAYMENT

Payment must be made on completion of the booking via credit card. Event listings submitted from a business who has outstanding amounts owing to ORVA will not be accepted.

BOOKING CONFIRMATION

Event listings will not be confirmed until successful payment is made by credit card. ORVA reserves the right to reject any material that does not satisfy event criteria or that it does not deem suitable for publication. If this occurs, the credit card used at the point of booking will be refunded. All events are subject to approval by the Orange Wine Festival Committee.

CANCELLATIONS

Cancellations after payment will be accepted up to the booking deadline.

ORVA reserves the right to impose a cancellation fee of 50% of the booking fee if the listing orders are cancelled after the booking deadline.

Whilst every care will be taken to ensure the insertion of an event listing in accordance with any instructions and requests, no liability can be accepted for any loss occasioned by omission, alteration or misplacement.

ORVA will not be liable for any loss or damage arising in relation to or in connection with any materials supplied for a listing.

WARRANTY

The advertiser and/or agent upon lodging material with ORVA for publication and authorising or approving the same for publication:

- Warrants that advertiser's material contains no defamatory matter or slander of title; does not infringe any trademark, does not constitute invasion of privacy, breach of copyright, unfair competition or breach of any law in Australia.
- Warrants that the event listing can be reproduced both in print and electronically by ORVA without any breach of copyright.
- Warrants that its publication will not give rise to any rights against, or liabilities to ORVA; and ORVA may rely on the above warrant that the material has been duly examined.
- Indemnifies ORVA their servants and agents any liability, actions, proceedings, claims, and or demands whatsoever that may be brought by any person or persons arising directly or indirectly from publication or circulation of the material.
- Warrants that the business complies with all the relevant Federal, State and Local Government regulations, fire, health and safety codes and has appropriate business registration where applicable and has appropriate public liability insurance cover.

CONTACT

If you have any issues at all using this booking system, please contact: Bec Watson, ORVA Executive Officer
info@orangewineregion.com.au.

