



DONOR PROSPECTUS



March 2017



Barons of Barossa Inc.
8 Sturt Street
ANGASTON SA 4343
ABN 37 820 572 699

Introduction

Your generous donations are essential to the success of The Barossa Cellar. We have developed a professional fundraising campaign, with a range of donor categories that appeal to individuals, families and businesses.

All donations are welcome. Please take the time to read the Donor Prospectus and consider which donation is best for you.

Our Key categories include Diamond, Platinum, Gold and Barossa Keys. We also offer two Generations categories. These provide a unique opportunity to invest in the

perpetuity of The Barossa Cellar, by donating a Vine (or Vines) in our stunning vineyard or a Stone (or Stones), which will feature in the building's main entrance. These donations will establish a generational connection, as we are encouraging donors to donate Vines and Stones in the name of families, individuals (including children or grandchildren), or in memory of loved ones.

We welcome your enquiries and have several options available to help you donate or to seek further information. Our donor categories are summarised below, but full details can be located within this document by clicking on the corresponding "more info" link. Refer following page for Important Information for Donors.

Fundraising categories

Donor category	Summary of benefits	More info
Key categories		
Diamond Key \$250,000	Two x 3-day tailored experience packages for 8 people, organised by your personal concierge, including 2 dinners and 4 nights accommodation; 4 dozen mixed Barossa wines; 8 Barossa Vines or Stones (see below); 8 tickets to the opening of The Barossa Cellar; an exclusive personalised dinner and masterclass for up to 12 guests in The Barossa Cellar; a commemorative key ring; first option to buy wine from produced from the vineyard.	more info
Platinum Key \$100,000	A 3-day tailored experience package for 8 people, organised by your personal Barossa concierge, including 1 dinner and 2 nights accommodation; 2 dozen Barossa mixed wines; 4 Barossa Vines or Stones (see below); 4 tickets to the opening of The Barossa Cellar; an exclusive masterclass for up to 8 guests in The Barossa Cellar; a commemorative key ring; first option to buy wine produced from the vineyard.	more info
Gold Key \$50,000	A 2-day tailored experience package for 4 people, organised by your personal concierge; a personalised guided tour of The Barossa Cellar, 1 dozen Barossa mixed wines; 2 Barossa Vines or Stones (see below); 2 tickets to the opening of The Barossa Cellar; a commemorative key ring; first option to buy wine produced from the vineyard.	more info
Barossa Key \$10,000	A day of tailored experiences for 4 people organised by your personal concierge; a 6-pack of Barons wine; 1 Barossa Vine (see below); 2 tickets to the Key Presentation ceremony at The Barossa Cellar; a commemorative key ring; first option to buy wine from the vineyard.	more info
Generations categories		
Barossa Vine \$1,000	A unique opportunity to invest in the perpetuity of The Barossa Cellar and establish a generational connection. Donors will be allocated an individual Shiraz vine in the stunning vineyard upon completion of planting in spring 2019. Vine donors will receive reports on the vineyard's progress and will have first option to buy wine produced from the vineyard.	more info
Barossa Stone \$500	A unique opportunity to invest in the perpetuity of The Barossa Cellar and establish a generational connection. Donors will "purchase" a stone in the building's main entrance.	more info
In-kind donations		
In-kind donations Any value	In-kind donations will be evaluated and aligned with the equivalent donor category above to ensure in-kind donors receive the same benefits.	more info
Other donations		
Minimum donation \$50	Donations will be acknowledged on a digital display in The Barossa Cellar and on our website, unless you choose to remain anonymous.	more info

Important information for donors

Donations made to The Barossa Cellar are not tax deductible, however they may be claimed as a legitimate business expense. It is recommended that potential donors seek independent, professional advice before making such claims.

Donors will be acknowledged in accordance with the information provided under the individual donor categories. Donors can choose to remain anonymous.

All donations will be confirmed in writing.

As part of the donation process, we require contact information from donors. This will not be used for any purpose other than to contact you directly in relation to your donation and to keep you informed about progress of The Barossa Cellar. Your privacy is respected and your information will be kept secure.

In the unlikely event that The Barossa Cellar does not raise sufficient funds to proceed, all cash donations will be returned in FULL as soon as practicable.

Payment

Donations can be made in two separate payments spread over two financial years, as long as the first payment is made before June 30th 2017 and the second and final payment is made before June 30th 2018. The full donation is to be stated at the time of the first donation. Split payments can not be made via the website payment gateway, but should be paid by bank transfer or cheque.

We offer three payment options:

- You can pay online via a secure payment gateway
- You can transfer money to our bank account.
Details are - Bank SA, BSB 105024
Account Number 038766440
Barons of Barossa Inc - The Barossa Cellar
- You can send a cheque. Please make cheque payable to "Barons of Barossa - The Barossa Cellar"

If transferring money or sending a cheque you will need to complete a Donation Form which is available to download on our website. Alternatively you can request a Donation Form and we will send this to you by mail or email.

[DOWNLOAD DONATION FORM](#)

To donate and for further information:



www.thebarossacellar.com.au



The Barossa Cellar
PO Box 760 Tanunda SA 5352



info@thebarossacellar.com.au



0498 478 166

Diamond Key

\$250,000

Our highest value donation is the Diamond Key. For this significant donation, the individual or business will receive:

- Two x 3-day tailored Barossa experience packages for 8 people organised by your personal concierge. Each 3-day experience includes one dinner hosted by Barossa identities and two nights accommodation at Tanunda House.
- An exclusive, personalised dinner and masterclass for up to 12 guests in The Barossa Cellar, hosted by Barossa identities.
- 8 seats at The Barossa Cellar inaugural opening.
- 8 Barossa Vines or 8 Barossa Stones or any combination of the two (refer Barossa Vine & Barossa Stone donor categories for details).
- First option to buy wine produced from The Barossa Cellar's stunning Shiraz vineyard.
- 4 dozen mixed Barossa wines.
- An invitation to the Key Presentation ceremony at The Barossa Cellar.
- Prominent acknowledgement on a digital display in The Barossa Cellar and on the website.
- Access to a program of special offers & experiences developed by The Barossa Cellar, including wine-related events held in the cellar (from 2019).
- A commemorative key ring.

Terms & conditions

- All on-ground costs associated with the Barossa experience packages (other than those identified in the adjacent column) must be covered by the purchaser.
- Dates for Barossa experience packages and personalised dinner and masterclass will be subject to the availability of Tanunda House and The Barossa Cellar respectively.
- Donations are not tax deductible, but donors may be able to claim their donation as a legitimate business expense. It is recommended donors seek financial advice.
- Wine produced from The Barossa Cellar vineyard will only be available to donors over 18 years of age.
- Donations will be confirmed in writing.
- Donors can choose to remain anonymous.
- In the event the project does not proceed, all cash donations will be refunded in full.

ENQUIRE NOW

To donate and for further information:

 <p>www.thebarossacellar.com.au</p>	 <p>The Barossa Cellar PO Box 760 Tanunda SA 5352</p>
 <p>info@thebarossacellar.com.au</p>	 <p>0498 478 166</p>

Platinum Key

\$100,000

Our second highest value donation is the Platinum Key. For this significant donation, the individual or business will receive:

- A 3-day tailored Barossa experience packages for 8 people organised by your personal concierge, including one dinner hosted by Barossa identities and two nights accommodation at Tanunda House.
- An exclusive, personalised masterclass for up to 8 guests in The Barossa Cellar, hosted by Barossa identities.
- 4 seats at The Barossa Cellar inaugural opening.
- 4 Barossa Vines or 4 Barossa Stones or any combination of the two (refer Barossa Vine & Barossa Stone donor categories for details).
- First option to buy wine produced from The Barossa Cellar's stunning Shiraz vineyard.
- 2 dozen mixed Barossa wines.
- An invitation to the Key Presentation ceremony at The Barossa Cellar.
- Prominent acknowledgement on a digital display in The Barossa Cellar and on the website.
- Access to a program of special offers & experiences developed by The Barossa Cellar, including wine-related events held in the cellar (from 2019).
- A commemorative key ring.

Terms & conditions

- All on-ground costs associated with the Barossa experience package (other than those identified in the adjacent column) must be covered by the purchaser.
- Dates for the Barossa experience package and personalised masterclass will be subject to the availability of Tanunda House and The Barossa Cellar respectively.
- Donations are not tax deductible, but donors may be able to claim their donation as a legitimate business expense. It is recommended donors seek financial advice.
- Wine produced from The Barossa Cellar vineyard will only be available to donors over 18 years of age.
- Donations will be confirmed in writing.
- Donors can choose to remain anonymous.
- In the event the project does not proceed, all cash donations will be refunded in full.

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0498 478 166

Gold Key

\$50,000

The third tier of the Key categories is the Gold Key. For this significant donation, the individual or business will receive:

- A 2-day tailored Barossa experience package for 4 people organised by your personal concierge.
- A personalised guided tour of The Barossa Cellar for 4 people, hosted by a Barossa identity.
- 2 seats at The Barossa Cellar inaugural opening.
- 2 Barossa Vines or 2 Barossa Stones or one of each (refer Barossa Vine & Barossa Stone donor categories for details).
- First option to buy wine produced from The Barossa Cellar's stunning Shiraz vineyard.
- 1 dozen mixed Barossa wines.
- An invitation to the Key Presentation ceremony at The Barossa Cellar.
- Prominent acknowledgement on a digital display in The Barossa Cellar and on the website.
- Access to a program of special offers & experiences developed by The Barossa Cellar, including wine-related events held in the cellar (from 2019).
- A commemorative key ring.

Terms & conditions

- All on-ground costs associated with the Barossa experience package must be covered by the purchaser.
- Dates for the Barossa experience package and the personalised tour will be subject to the availability of The Barossa Cellar and other venues.
- Donations are not tax deductible, but donors may be able to claim their donation as a legitimate business expense. It is recommended donors seek financial advice.
- Wine produced from The Barossa Cellar vineyard will only be available to donors over 18 years of age.
- Donations will be confirmed in writing.
- Donors can choose to remain anonymous.
- In the event the project does not proceed, all cash donations will be refunded in full.

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Barossa Key

\$10,000

The Barossa Key is a unique opportunity to go behind the scenes and access “money can’t buy” Barossa experiences.

Barossa Key holders will receive:

- A full-day of tailored, exclusive Barossa experiences for 4 people organised by your personal concierge, including access to private venues.
- A Barossa Vine (refer Barossa Vine donor category for details).
- First option to buy wine produced from The Barossa Cellar’s stunning Shiraz vineyard.
- A 6-pack of Barons of Barossa wine.
- An invitation to the Key Presentation ceremony at The Barossa Cellar.
- Acknowledgement on a digital display in The Barossa Cellar and on the website.
- Access to a program of special offers & experiences developed by The Barossa Cellar, including wine-related events held in the cellar (from 2019).
- A commemorative key ring.

Terms & conditions

- All on-ground costs associated with the Barossa experience package must be covered by the purchaser.
- Barossa experiences must take place between 1st January 2018 and 31st December 2019 and are subject to the availability of selected venues.
- Barossa Key holders can coordinate their day of experiences with other Barossa Key holders.
- Donations are not tax deductible, but donors may be able to claim their donation as a legitimate business expense. It is recommended donors seek financial advice.
- Wine produced from The Barossa Cellar vineyard will only be available to donors over 18 years of age.
- Donations will be confirmed in writing.
- Donors can choose to remain anonymous.
- In the event the project does not proceed, all cash donations will be refunded in full.

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0498 478 166

Barossa Vine

\$1,000

Donating a Barossa Vine is a unique opportunity to invest in the perpetuity of The Barossa Cellar and secure one (or several) of 1800 Vines in our stunning vineyard. Cuttings for the one hectare Shiraz vineyard will be sourced from old vine, heritage vineyards within the Barossa and Eden Valleys.

The vineyard will be designed and cared for sustainably with best practice input from Barossa viticulturists with more than 175 years of accumulated knowledge and experience.

Once the vineyard has been planted in spring 2019, individual vines will be allocated to each Vine donor. A virtual vineyard will be created on our website, enabling Barossa Vine donors to “visit” their vine. Vine donors will be kept informed of the vineyard’s development, progress and seasonal activities.

Once the vineyard is bearing, a limited release wine will be made by Barossa winemakers and aged in locally coopered oak barrels for up to two years before being bottled. We anticipate the first vintage will be 2023, which will be released in 2026. Barossa Vine donors will have first option to buy this special, limited release wine.

Barossa Vine donors are encouraged to establish a generational connection by donating Vines in the name of their family, individual family members (including children or grandchildren), or in memory of loved ones.

Vine donors will be acknowledged on a digital display in The Barossa Cellar and on our website.

Terms & conditions

- Once planted, Vines will be allocated randomly, however, donors of multiple Vines will have the opportunity to request their vines be kept together or separated.
- Donations are not tax deductible, but donors may be able to claim their donation as a legitimate business expense. It is recommended donors seek financial advice.
- Wine produced from The Barossa Cellar vineyard will only be available to Vine donors over 18 years of age.
- Donations will be confirmed in writing.
- Donors can choose to remain anonymous.
- In the event the project does not proceed, all cash donations will be refunded in full.

DONATE ONLINE NOW

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0498 478 166

Barossa Stone

\$500

Donating a Barossa Stone is a unique opportunity to invest in the perpetuity of The Barossa Cellar and secure a Stone (or Stones) in the building’s permanent architecture.

The locally sourced stones will be prominent in the walls of the Barossa Cellar’s main entrance.

Stone donors are encouraged to establish a generational connection by donating Stones in the name of their family, individual family members (including children or grandchildren), or in memory of loved ones.

Stone donors will be acknowledged on a digital display in The Barossa Cellar and on our website.

Terms & conditions

- Stones will not be individually named or identified in any way.
- Maximum of 20 Stones per donor.
- Donations are not tax deductible, but donors may be able to claim their donation as a legitimate business expense. It is recommended donors seek financial advice.
- Donations will be confirmed in writing.
- Donors can choose to remain anonymous.
- In the event the project does not proceed, all cash donations will be refunded in full.

DONATE ONLINE NOW

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 <p>info@thebarossacellar.com.au</p>	 <p>0498 478 166</p>

In-kind donations

In addition to monetary donations, we value in-kind donations, particularly those that reduce the overall cost of construction and fit-out of The Barossa Cellar.

Any in-kind donations will be evaluated by The Barossa Cellar committee and aligned with the equivalent donor category.

If you would like to submit an offer for consideration for in-kind construction, professional or other services, please contact us and we will be in touch as soon as possible.

Other donations

Individuals or businesses who wish to make a donation to The Barossa Cellar that is not aligned with our donor categories can nominate the value of their donation. This can be done by contacting The Barossa Cellar using the options below, or through our online donation process.

By selecting this option, you acknowledge that you will not be entitled to any of the benefits outlined in the individual donor category pages.

Your donation will be acknowledged on a digital display in The Barossa Cellar and on our website, unless you choose to remain anonymous.

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info@thebarossacellar.com.au



0498 478 166

Terms & conditions

- Donations are not tax deductible, but donors may be able to claim their donation as a legitimate business expense. It is recommended donors seek financial advice.
- Donations will be confirmed in writing.
- Donors can choose to remain anonymous.

[SUBMIT OFFER](#)

Terms & conditions

- Donations are not tax deductible, but donors may be able to claim their donation as a legitimate business expense. It is recommended donors seek financial advice.
- Donations will be confirmed in writing.
- Donors can choose to remain anonymous.
- In the event the project does not proceed, all cash donations will be refunded in full.

[DONATE ONLINE NOW](#)

Donor acknowledgement

All donations to The Barossa Cellar will be acknowledged, unless donors choose to remain anonymous.

Donations will be acknowledged on a digital display in The Barossa Cellar and on The Barossa Cellar website at www.thebarossacellar.com.au

Diamond Key, Platinum Key and Gold Key donors will be given prominent acknowledgement on the digital display and on the website.

Donors must complete acknowledgement details as part of the donation process, unless they choose to remain anonymous.

Acknowledgements must not exceed 30 characters and should follow one of the following formats:

- The Notting Family
- John & Jane Notting (max of two individual names)
- Jonathan Notting
- John Notting & Jane Brown (max of two individual names)
- J E Notting & Nominees Pty Ltd
- Notting Primary School

Barossa Vine and Stone donors are encouraged to establish a generational connection by donating Vines and/or Stones in the name of their family, individual family members (including children or grandchildren), or in memory of loved ones. If selecting this option, donors will retain the benefits aligned with their particular donor category, including experience packages, wine allocations and commemorative key ring.

Those who have a Vine donated in their name will have an individual vine allocated to them once the vineyard is planted in spring 2019. They will be kept informed of the vineyard's development, progress and seasonal activities, but will only be able to buy wine produced from the vineyard if they are aged 18 years or over.

In the event we receive two identical acknowledgements, we will contact donors to confirm an appropriate variation.

If you have any further questions regarding your donor acknowledgement please email us at info@thebarossacellar.com.au

**For further information
or
to make a donation**

visit our website at www.thebarossacellar.com.au
email us at info@thebarossacellar.com.au
or phone us on 0498 478 166

Information provided in the Donor Prospectus
was accurate at the time of printing

