Hamilton City Council
Te kaunihera o Kirikiriroa

Notice is hereby given that an ordinary Meeting of the Community, Services and Environment Committee will be held on:

Date:	**Tuesday 25 June 2019**
Time:	**9.30am**
Meeting Room:	**Council Chamber**
Venue:	**Municipal Building, Garden Place, Hamilton**

Community, Services and Environment Committee

OPEN ATTACHMENTS

ATTACHMENTS UNDER SEPARATE COVER

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10. **Event Sponsorship Fund 2019-20 - Recommendations for Approval**

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2019-20 Event Sponsorship Fund
List of Applications with Management Recommendation – Approvals

Event Name	Applicant	Event Date
Feast Waikato	Waikato Food Incorporated	2-5 April 2020
Waikato Nesian Festival	K'aute Pasifika Trust	21 March 2020
Wheels Along the Waikato	Rototuna Rotary	14 March 2020
Waikato International	Waikato Badminton Assoc Inc	26-29 March 2020
Waikato 100	Waikato Rowing Club	2 November 2019
2020 Porritt Classic	Athletics Waikato-Bay of Plenty	15 February 2020
NZ Secondary Schools Swimming Championships	Swimming NZ Incorporated	12-15 Sept 2019
Te Mana Kuratahi Whakataetae Kapa Haka Aa Motu 2019 / Tainui Waka Primary School Kapa Haka 2019	Tainui Waka Primary School Kapa Haka Committee Inc	3-8 Nov 2019
Filipino Fiesta / Pistang Pilipino 2019 sa Hamilton	Waikato Filipino Association	25-27 Oct 2019
Round the Bridges	Hamilton Harrier Club Incorporated	17 Nov 2019
NZ National Bridge Congress	NZ Bridge Incorporated	27 Sep – 5 Oct 2019
Hamilton Gardens Arts Festival	Hamilton Summer Festival Foundation	19 Feb – 1 March 2020
Balloons over Waikato	Balloons over Waikato Trust	17-21 Mar 2020

2019/20 Event Sponsorship Scorecard

Application Summary			
Event Name and Date	Feast Waikato 2-5 April 2020	**Applicant/Organisation**	Waikato Food Incorporated
Event Venue	Across Hamilton	**Event Type**	Cultural
Event Overview	Hamilton's Major Foodie Festival. Feast Waikato is an annual food festival comprising of food events; from dinners and lunches to tours, talks and markets, all celebrating the city we live and work in from another lens. There are 30 events planned for the 2020 event. Feast Waikato is about presenting the depth and breadth of food and hospitality in the city and the region. It's also a chance for local businesses to work together, to do something different, and have some fun. Food tourism is a key economic driver of cities. Feast Waikato aims to establish Hamilton as a nationally renowned food destination.		
Target Market	• Foodies from all ages based in Hamilton and the wider Waikato and visitors to Hamilton (national and international) • Young returnees (25-40yo) to Hamilton wanting to experience something only associated with Auckland or Wellington, a food festival with a variety of offerings for modern tastes • Young families settled in Hamilton wanting something different they don't need to leave town for, ideally free events that are child friendly • Seasoned foodies (50yo) who are proudly Hamiltonian who spend their money on good quality food products and experience and embrace new and different offerings		
Event Objectives	• To celebrate and promote the excellence of Waikato food and beverage products and services. • To encourage and support producers and hospitality businesses to strive for excellence every day. • To create effective communication channels for information sharing, promotion, education and networking for food industry businesses and for interested consumers. • To organise and promote successful food-related events in the Waikato region.		
Attendance	Participants, spectators and trade 2000 - from Hamilton 200 – from outside Hamilton	**Anticipated Bed Nights**	300 in hotels and motels = 900 bed nights mainly in Hamilton
External Funding	Event is seeking support from other external funders such as corporate sponsors ($7k). HCBA has confirmed $1k cash and in kind $3k.		
Previous Council Support	This event has not applied for funding previously from the major event fund.		
Past Event Performance	The first Feast Waikato festival took place in April in 2019 and included a four-course collaborative dinner, pop-up eateries, markets, and foodie workshops. Ober 1000 attended free events with 350 tickets sold to over 20 events, with several sold out. Waikato Food Inc is a not-for-profit group working together to develop a vibrant and cohesive network for food and beverage producers, retailers and consumers in our region.		

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Sponsorship Benefits to Council	• 4x complimentary tickets to Feast 2020 launch event • WFI Membership and invitations to all WFI events • Engagement with WFI's large food network of businesses and producers • Council recognition and logo in above the line advertising (posters, flyers, print, digital, radio) Industry marketing - B2B (regular EDM's, comprehensive social media campaign) • Inclusion and acknowledgement in Press Releases at key touchpoints throughout the promotion and during the event • Coverage in popular regional food magazine– Nourish • Coverage in the Hamilton App • Prominent placement on the Feast 2020 website • Logo placement and acknowledgment across all EDMs • Verbal acknowledgement by the MC at the launch event • Logo inclusion on ALL programmes and planned event guide • Council support acknowledged through venue signage, news and press/media releases, verbal presentations and public announcements, logo placement on all documents and advertisements and social media posts relating to the event
Sponsorship Requested	$10,000

Management assessment against criteria	**Score (5)**
Fit to Hamilton City vision and profile	4
City exposure benefits	3
Generation of overnight visitation to city	2
Generation of incremental income to city businesses	3
Number of anticipated participants	2
Utilisation of city assets	2
Total	**16 / 30**

Management Recommendation

APPROVE $5,000
Recommended - this is a new event and the recommendation is for seed funding for a well-supported and industry active applicant. This is a strong event concept for the city which warrants some testing.



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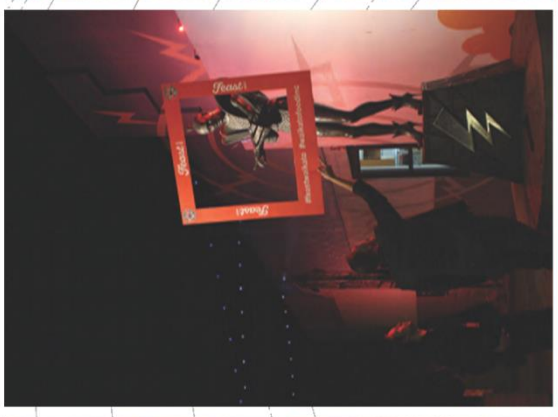
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Hamilton's Major Foodie Festival

Feast Waikato 2019 saw just over 20 foodie events across the city over the weekend of April 5th-7th
Feast 2020 will showcase the city once again for four days from April 2nd-5th 2020
Over 30 foodie events are planned to promote Hamilton as a vibrant culinary destination!

Waikato Food Inc

Who we are

- **Waikato Food Inc is a not-for-profit group working together to develop a vibrant and cohesive network for food and beverage producers, retailers and consumers in our region.**
- **Our Goals:**
- To celebrate and promote the excellence of Waikato food and beverage products and services.
- To encourage and support producers and hospitality businesses to strive for excellence every day.
- To create effective communication channels for information sharing, promotion, education and networking for food industry businesses and for interested consumers.
- To organise and promote successful food-related events in the Waikato region.
- **Our Vision:**
- To gain recognition of the Waikato region as a world-class food and beverage region.

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Waikato Food Inc

Why Feast Waikato 2020?

- The Waikato region has a wealth of world class producers and Hamilton eateries are fast becoming foodie hotspots. But many of these go under the radar as other regions and cities have positioned themselves at the top the food tourism map.
- Feast Waikato acts as a platform to bring these local food hero's and stories to life for locals and non-locals alike. This is turn generates a sense of pride within the city and an opportunity they would otherwise seek in Auckland or Wellington.
- Food tourism is a key economic driver of cities. Feast Waikato aims to establish Hamilton as a nationally renown food destination.
- Hamilton is fast becoming the third largest city in New Zealand with the median age of 31.7; another goal of Feast Waikato is to provide an event for the city's modern palate and tastes without them having to leave the city!

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Food Tourism – Destination Marketing

- It increases the visibility and attractiveness of our city through differentiated value proposition (where can you enjoy the best Duck Island Ice cream if not in Hamilton? The best plum cider? Good George… And what about the best fried chicken? At newcomer, The Bearded Weasel!)
- It helps to promote the identity and culture of our city externally, while reinforcing local pride of place internally "You're from Hamilton? I love Duck Island ice-cream!"
- It boosts inbound traffic and promotes year-round tourism.
- It attracts more middle-upper visitors who can afford to pay a little more for meaningful experiences.

"Food Tourism and Culture have become the leading hook in travel, with authenticity the single most important movement driving consumer behaviour today."

Good Food Ireland



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Business Plan

Event Goals

Pride in our city

- Position Hamilton as a nationally renown food destination with an exciting and unique annual food celebration
- Highlight the modern, growing and vibrant food culture in our city with specialised events to showcase this.
- Recognise the city's modern and varied facilities (and utilize these), innovative food businesses and local producers through the vehicle of a food festival
- Engage locals with a food festival that establishes a sense of pride and a food identity within our city
- Engage tourists nationally and globally to associate our city with a strong food brand, capturing a broader market

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Business Plan

Event Objectives

Generating economic prosperity

- Generate vital economic activity through attractin…
- Engage key city stakeholders across a range of businesses to participate in events (e.g Snapshot Photography – Food Photo competition)
- Provide a range of unique and specialized foodie events to cater for our growing population, modernizing tastes and youthful population (including families and those that have come to 'settle' in Hamilton)
- Build and increase event scope to incorporate 4 weekends of foodie events by 2021

Business Plan

Event Strategies

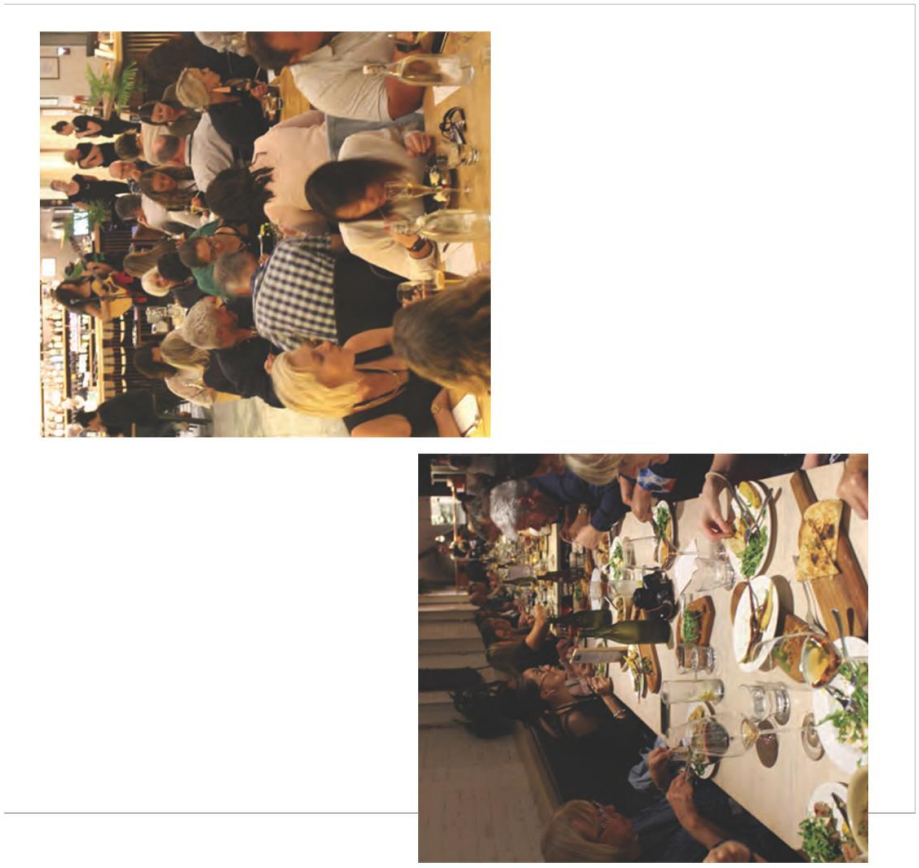
Engaging our city

- Feast 2020: four days and three nights, 30 foodie events
- Provide a variety of free and ticketed events to: specialized foodie workshops, themed degustations, two CBD progressive dinners, a foodie street festival and foodie tours
- Festival 'Hub' based on Victoria on the River
- The vital support of HCC funding would go towards increasing our marketing and promotion of the events, therefore the promotion of our city as a vibrant food destination!

See below for Feast Waikato 2020 planned events (yet to be finalized, but following the same offerings as 2019 with more variety and more events!)

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CBD Progressive Dinner

- CBD based event showcasing the best eateries in Hamilton and city hotspots
- Using the river walk to travel to four renown establishments amidst cityscape
- 2019 Sold out event – 80 attendees
- Key sponsor opportunity
- Non local and local food writers and other media attended generating significant buzz
- Partnership with HCBA and CBD Events, the CBD on show!

2019 SOLD OUT Launch event - TWO dinners for 2020





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Foodie events across the city – there's something for everyone!

Partnering with local groups and businesses to celebrate Hamilton's diversity!

2020 Planned Events based on feedback and successful events in 2019

- Family 'Feast Fiesta' at Hayes Common, including live music and family deals
- 'The 'Hidden Gems Tour', Uncovering the City – highlighting our unsung culinary heroes in the city, the different ethnicities that make up Hamilton and showcasing our diversity through food (different eateries engaged)
- Waikato River Long Lunch. Spend an afternoon by our mighty awa eating your way through local produce prepared by local chefs, live entertainment TBC
- TBC 'Kaivolution' Waste not want not dinner (made entirely from rescued food) by a guest chef to raise funds for the vital role of this organization in our social fabric
- Two full days of 'Feast of Movies' at VOTR
- 10 'Meet the maker' events and workshops (hugely successful in 2019)

Drawing people to the inner city

'VOTR Festival Hub'

Free Public Events

- In 2019 we partnered with Hamilton Business Association and CBD Events to host three free 'foodie' movies on Victoria on the river.
- A popular event 0ver 800 people attended in one afternoon
- In 2020 VOTR will transform into the festival hub with demos/talks/fun family foodie activities one day, movies/food documentaries either the next or combined over both days
- Food market/stalls information stand and hub for all Feast 2020 information, 'Feast 2020' passport provided here
- 2020 includes live entertainment and a possible 'street party'





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'GARDEN BITES' in partnership with Hamilton's Premier Destination

Utilizing city council venues

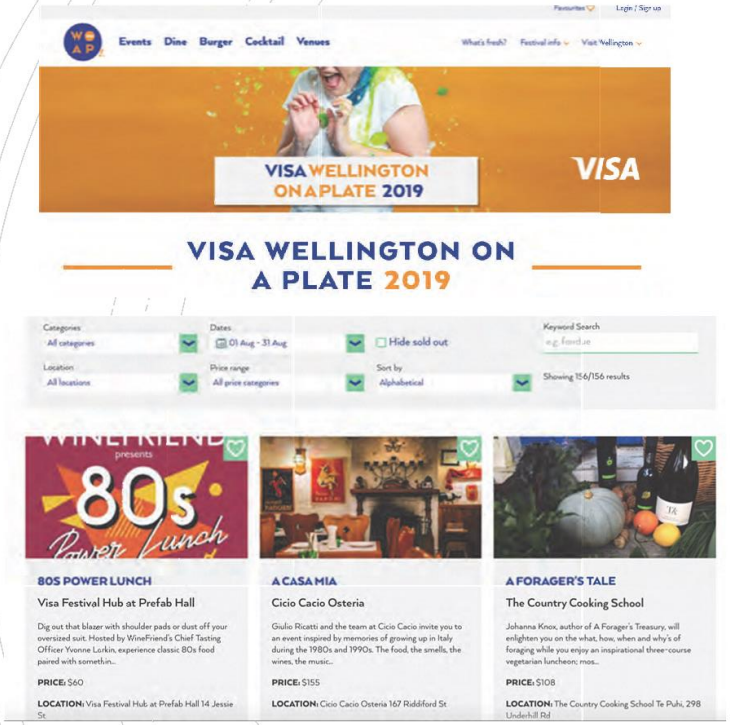
Workshops, tours and long lunches!

2019 - One day, four workshops
2020 – Two Days eight workshops and an exclusive long lunch by Turtle lake!
Partnership with Hamilton Gardens

- Free workshops in the kitchen gardens
- Ticketed 'foodie tour' of Hamilton Gardens
- Celebrity gardener Lynda Hallinan, renown Maori chef Charles Royal workshops
- 2019 60 attendees including young families
- Potential to grow to two days for 2020
- Showcasing HCC facilities in a new and different way
- Long lunch event planned for 2020

CASE STUDY

Visa Wellington on a Plate 'VWOAP' – Wellington Culinary Events Trust



- Positively Wellington partnered with Wellington Regional Development Economic Agency to bring Sarah Meikle's idea to life, with the first festival planned and delivered in an astounding six weeks.

- Visa WOAP was an immediate success and has grown every year from 39 participants in the first year to over 266 in 2018, and draws visitors from throughout New Zealand, Australia, and beyond.

2018 WELLINGTON ON A PLATE BY THE NUMBERS

* 11,023 people attended pop-ups and free events
* 179 Burger Wellington entries
* 141 festival events
* 99 Dine Wellington menus on offer in 2018
* 20 per cent of attendees were out-of-towners

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CASE STUDY

F.A.W.C 'Food and Wine Classic' Hawkes Bay

Feast WAIKATO

- Twice a year, in June and November, Hawkes Bay Tourism engages the local cuisine community to create a multi-day festival of food and wine.
- The Winter F.A.W.C! programme runs over four consecutive weekends each June and features 60+ events, while Summer F.A.W.C! is a ten-day affair that packs in more than 70 events.
- F.A.W.C! is organised by Hawke's Bay Tourism and sponsored by New Zealand Sotheby's International Realty, Hawke's Bay BMW, Air New Zealand, Hastings District Council and Napier City Council.

Current project plan – milestones and timeframes

2019

June – Waikato Food Forum, AGM, presentation of 2020 plans

July – Sponsorship proposals sent out

Mid August – Key sponsors finalised, website updated

September – Teasers (social media, EDMs) start to get people thinking about Feast

October – Submissions for events open

Mid November – Key events finalised

2020

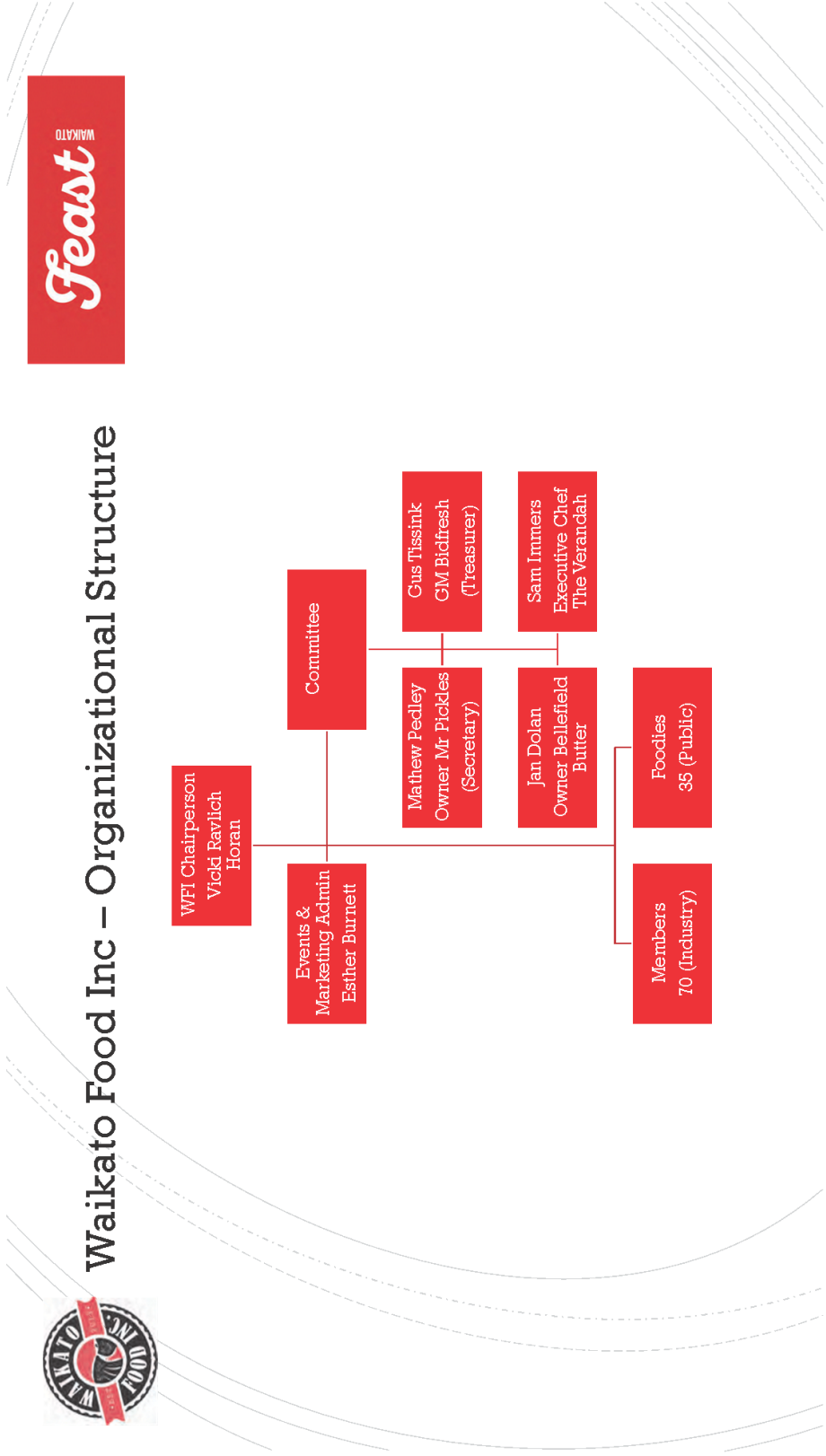
End Jan – Events submissions close

Mid Feb – Timetable released

April - EVENT

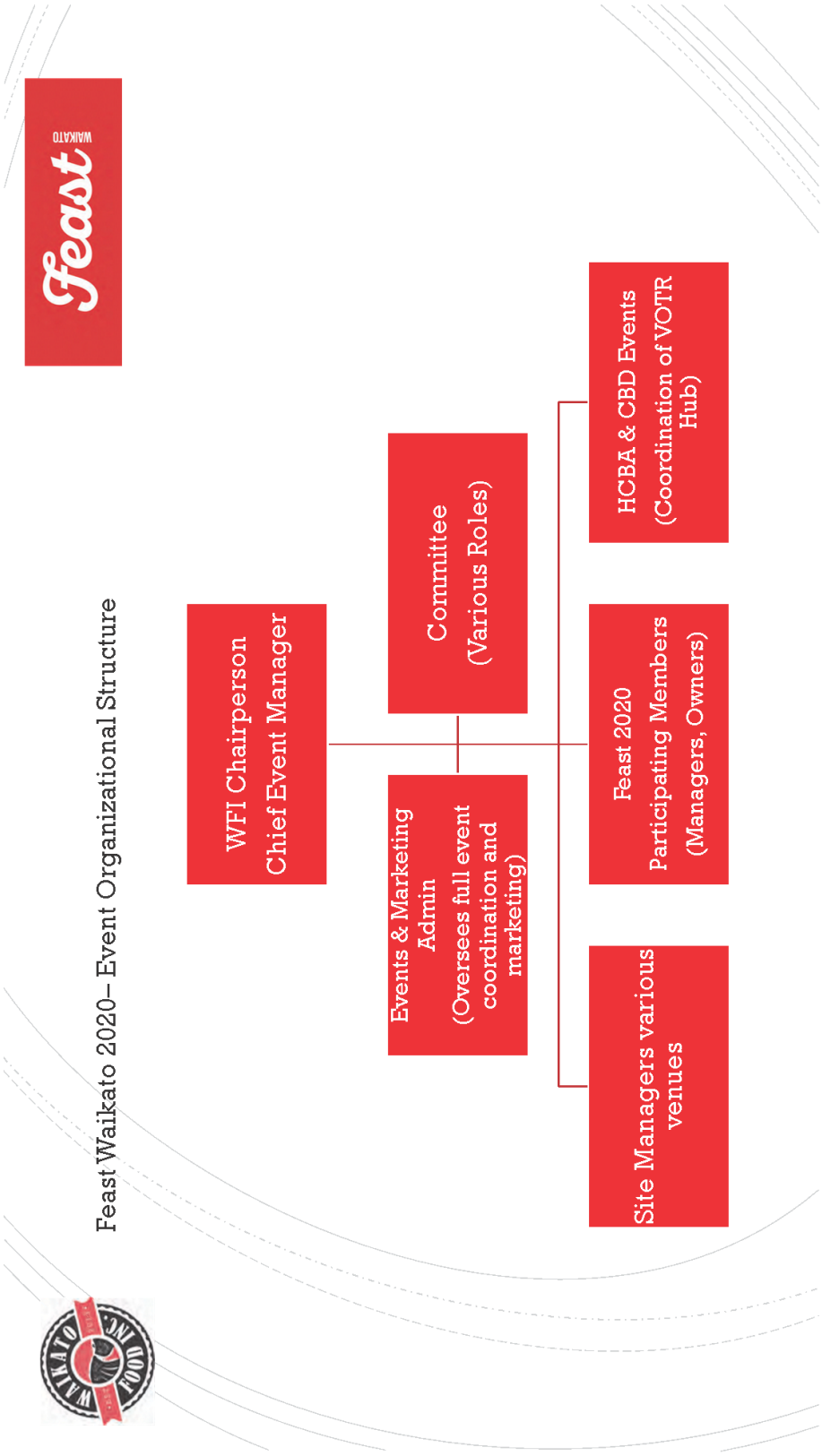
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Key sponsor partners to be approached include Bayleys Real Estate, Craigs Investment Partners and Stark Properties Ltd. HCC's support would be as key sponsor of the entirety of the event.
We would love to host a media tour during the event (we hosted a full day media event in 2019) and plan to approach The Novotel to design a comprehensive Media Foodie Tour Package with their support.

In kind sponsorship - $3000 by HCBA for the setting up of VOTR Hub.
In kind sponsorship by Nourish Magazine - $4000 worth of advertising in their Summer and Autumn editions reaching over 20,000 people across the region.

Feast WAIKATO

Current Event Budget

This budget is a projected budget with figures that would allow for ideal delivery of the event.

As the event relies almost solely on sponsorship it is imperative we achieve these figures.

The support of HCC would allow us greater scope to prioritize vigorous marketing and therefore market Hamilton as well!

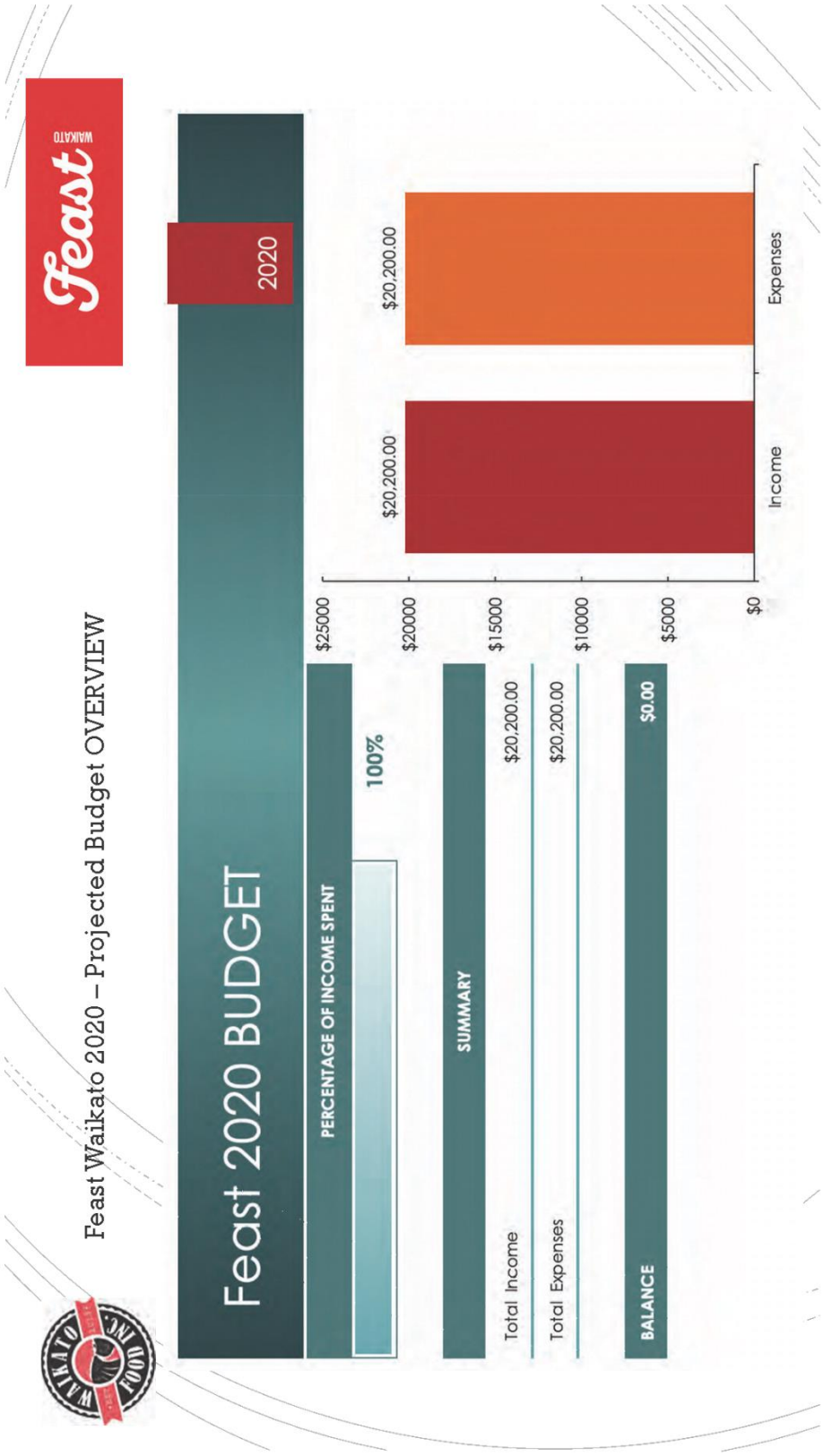
Feast Waikato 2020 – Projected Budget INCOME

Feast 2020 INCOME	
Item	**Amount**
Sponsorship CBD Events - Confirmed	$1,000.00
Ticket income & listing fees	$2,200.00
Sponsorship Bayleys Real Estate TBC	$2,000.00
Sponsorship Craigs Investment Partners TBC	$1,500.00
Sponsorship Novotel Media Tour TBC	$2,000.00
Sponsorship Stark Property Ltd TBC	$1,500.00
HCC Major Sponsorship - TBC	$10,000.00

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Feast
WAIKATO
Feast Waikato 2020 – Projected Budget OVERVIEW
Feast 2020 BUDGET
2020
PERCENTAGE OF INCOME SPENT
100%
SUMMARY
Total Income
$20,200.00
Total Expenses
$20,200.00
BALANCE
$0.00
$25000
$20000
$15000
$10000
$5000
$0
$20,200.00
$20,200.00
Income
Expenses

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Target Markets

- Foodies of all ages based in Hamilton and the wider Waikato and visitors to Hamilton (national and international)
- Young returnees (25-40yo) to Hamilton wanting to experience something only associated with Auckland or Wellington, a food festival with variety of offerings for modern tastes
- Young families settled in Hamilton wanting something different they don't have to leave town for, ideally free events that are child friendly
- Seasoned foodies (50+) who are proudly Hamiltonian who spend their money on good quality food products and experiences and embrace new and different offerings

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Marketing Objectives

- Generate sell out ticket sales for all ticketed events for 2020
- Raise the profile of Hamilton across national marketing platforms by hosting The Project at our launch event and featuring on primetime news TVNZ at 6pm, generating a 'buzz' around our city as a great place to enjoy food
- Generate media coverage before and during the event to include key publications (locally and nationally) Stuff, Spinoff, NZ Herald, RNZ radio interview to raise the profile of the event and Hamilton city
- Raise event awareness to over 500,000 people on all social media, marketing platforms and print media
- Align with and attract with key city stakeholders, businesses and progressive groups and collaborate in events, in particular a Foodie Street Party by 2021
- Attract more celebrity chefs to the events with the goal of three nationally renown chefs in 2020 to be part of key events
- Target new audiences ie non-foodies while offering an increasing range and diversity of events to cater for growing tastes/audiences over the next two years
- Raise Feast Waikato brand and event awareness throughout the city and at a national scale; resulting in long term sustainability of a event to grow over the next 5-10 years to a month of over 100 events

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OVERVIEW - Strategy, PR & Timeline – August 2019 to April 2020

Feast WAIKATO

Social Media throughout the entire campaign with specialised branding, tiles and content. Key point of contact for event entries and public. Social media plan in place by September 2019. Shared across networks of participating businesses/groups our own national networks (Eat New Zealand) SEE BELOW for more details

Regular EDMs throughout campaign reaching over 1500 in our own industry and business networks

Sept 2019 –Hamilton App advertising – Featured constantly. Currently 10K downloads

Website updated in September with keynote events and throughout campaign refreshed with finalised sponsorship partners and their profiles

Print media (posters, fliers, stickers, programs) designed by January 2020 for first run, finalised event programs by mid Feb 2020.

Nourish Magazine Features
Nourish December summer edition 2019 full feature page
Autumn edition feature released in March 2020
(Distribution of Nourish is 20,000 across BOP and Waikato.)

March/Autumn editions 2020 One page feature in Cuisine Magazine and Life and Leisure

Mid –Late March 2020 Media works (Breeze) – Two radio features (Free)

Major Publications approached with 4 media releases (two before, one during and one after event)
Late February feature on Jesse Mulligan's RNZ radio show food slot

Mid March 2020
Media invited to launch and special events (This is Waikato, Waikato Story, Waikato Times)
Food Bloggers and influencers invited to event and to promote on their social media channels
The Project and TVNZ approached for event to cover launch

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Marketing Budget

- $8,000 has been allocated to the marketing of Feast 2020, this however would be more effective at $10,000 wherein we would extend the reach to a national audience via national magazines and online platforms
- $550 set aside for Social Media marketing, sponsored posts and two ticket giveaways
- $1500 set aside for website updates and design work for programs
- $5000 towards all print work, posters, programs and event guide
- $3000 would support national magazine coverage and online sponsored advertising
- Although our current marketing budget could be implemented well, additional funds towards generating national and wider coverage of Hamilton would add incredible value to overall marketing objectives

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Marketing and Event Experience

- Event organisers Vicki Ravlich-Horan (Chairperson of WFI) and Esther Burnett (Events and Marketing) have over three decades worth of event experience.
- Vicki has over twenty years hospitality experience including a great deal in events, from weddings and corporate events to putting up the giant Christmas Tree in Garden Place to the recent Cheese Awards in Hamilton. The owner of Nourish Magazine Vicki also has a lot of media connections and marketing skills and brings this wealth of experience plus passion for our region to Waikato Food Inc.
- Esther joined WFI in 2019, holds a graduate diploma in communications, majoring in PR and advertising and has managed the functions and events in some of the busiest establishments in the Waikato.
- The committee is made up of volunteers with experience in starting and running small business, both producers and eateries as well as hospitality supply, they bring both enthusiasm for what Waikato Food Inc is trying to achieve plus their own industries.


WAIKATO
Feast
Benefits for Hamilton

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Feast 2020 Benefits

- 4x complimentary tickets to Feast 2020 launch event
- WFI Membership and invitations to all WFI events
- Engagement with our large food network of businesses and producers

Marketing Campaign

- Above the line advertising (posters, flyers, print, digital, radio)
- Industry marketing - B2B (regular EDM's, comprehensive social media campaign)
- Inclusion and acknowledgement in Press Releases at key touchpoints throughout the promotion and during the event
- Coverage in popular regional food magazine– *Nourish*
- Coverage in the *Hamilton App*

Brand Recognition

- Prominent placement on the Feast 2020 website
- Logo placement and acknowledgment across all EDMs
- Verbal acknowledgement by the MC at the launch event
- Logo inclusion on ALL programmes and planned event guide


WAIKATO
Feast
Hamilton Contribution

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Feast 2020 Contribution Partnership

- **$10,000 sponsorship contribution**
- This contribution provides us the means to vigorously market Feast 2020, at a national level via national magazines and online advertising.
- Powerful marketing for the city, increasing the visibility of Hamilton as an upcoming culinary destination!

2019/20 Event Sponsorship Scorecard

Application Summary			
Event Name and Date	Waikato Nesian Festival 21 March 2020	**Applicant/Organisation**	K'aute Pasifika Trust
Event Venue	Claudelands Park	**Event Type**	Cultural
Event Overview	The Waikato Nesian Festival is an annual grass roots community event organised and hosted by K'aute Pasifika Trust. The purpose of the Waikato Nesian Festival is to provide a platform to celebrate our diverse pacific cultures, dance, music, food, arts and crafts. It is an event to showcase Pasifika to all community. K'aute Pasifika is on a pathway to growing the event and lifting the quality of the day overall.		
Target Market	Pacific community members from the region and from outside the region and non-pacific community members – all the community.		
Event Objectives	1.To celebrate the Waikato's diverse pacific cultures 2. To inform and promote our diverse pacific cultures to those who have not fully experienced them yet		
Attendance	Participants, spectators and trade 3,335 – from Hamilton 205 – from outside Hamilton	**Anticipated Bed Nights**	Not supplied
External Funding	The trust is funded by Ministry of Health, Waikato DHB, PHO, Ministry of Education, Ministry of Social Development and Oranga Tamariki. The event is seeking eternal support from WEL Energy Trust and Trust Waikato ($20k unconfirmed)		
Previous Council Support	This event has not applied for this fund in the past. The organisers pay a non-subsidised fee to hire Claudelands Park. In 2018-2020, HCC provides $10k to the applicant for operational funding through a multi-year grant. In 2018, HCC funded $5K for a project manager from the community events fund.		
Past Event Performance	Estimated attendance of 3,000 people to the 2019 event. Each year the event has grown in scale and in quality and the organisers are keen to continue to seek growth of the event, better engagement of the community and bigger impact in the waste minimisation space. K'aute Pasifika Trust has held the festival for the past 7 years annually. KPT is a charitable trust which provides health, social and education services to the community using pacific models of care and practice. The event organisers have a committee of 10 KPT staff and community members.		
Sponsorship Benefits to Council	• Opportunity for Mayor (or other Elected Representative) to have speaking time at the festival • Opportunity for Council to have a site at the festival for promotion of Council initiative or consultation • Council support acknowledged through venue signage, news and press/media releases, verbal presentations and public announcements, logo placement on all documents and advertisements and social media posts relating to the event		
Sponsorship Requested	$20,000		

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Management assessment against criteria	Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	3
Generation of overnight visitation to city	2
Generation of incremental income to city businesses	3
Number of anticipated participants	2
Utilisation of city assets	3
Total	**17 / 30**
Management Recommendation	
APPROVE $5,000 Recommended – as a well-supported event with potential for growth. The event is a good fit to city profile criteria.	

K'aute Pasifika

PACIFIC. NEVER PASSIVE.



WAIKATO Nesian FESTIVAL

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EXECUTIVE SUMMARY

The Waikato Nesian Festival is an annual grass roots community event organised and hosted by K'aute Pasifika Trust. The purpose of the Waikato Nesian Festival is to provide a platform to celebrate our diverse pacific cultures, dance, music, food, arts and crafts. It is an event to showcase Pasifika to all community.

The theme of the event this year was, "Reach Out: Our community, our responsibility." This refers to our collective responsibility to each other, mental health and suicide awareness and prevention but also to our collective responsibility to the environment and our aspiration to grow the event towards a zero or very low waste event.

The event is usually held in March of each year and in 2020, it will again be held at Claudelands Park Grounds. The date has yet to be finalised.

K'aute Pasifika is on a pathway to growing the event and lifting the quality of the day overall. We estimate just over 3,000 people attended this event this year. This year we worked with Go Eco and HCC to start a journey towards zero waste. Part of that work included securing and covering the costs for our vendors of the Silver Service from Gourmet in the Gardens. There is still a lot of education that needs to be done with our vendors and families in this space and we intend to continue this journey.

The model to date has involved a Waikato Nesian Festival Committee made up of approximately 10 K'aute Pasifika staff and community members. On the day of the event, we had the entire K'aute Pasifika team of 20 and approximately 70 volunteers.

SECTION ONE - BACKGROUND AND HISTORY

K'aute Pasifika is a charitable trust which has been in existence for almost 20 years and which provides health, social and education services to community using pacific models of care and practise. Our services are provided free of charge and are not exclusive to Pasifika. K'aute Pasifika is staffed with registered nurses, social workers, community support workers and an educator. The organisation is founded on Christian principles and those values and principles inform the way in which KPT work with each other and with our Pasifika communities.

K'aute Pasifika has a strong belief in the communities we work closely with to achieve our vision of having dynamic, healthy, strong, educated, collaborative sustainable Pacific Communities living to their full potential. We work to provide wrap-around services to our families because we have long recognised that people do not exist in a vacuum and issues rarely present in isolation. Individuals are part of a much broader eco-system and need to be supported and nurtured as such.

K'aute Pasifika is funded mainly by the Ministry of Health, Waikato District Health Board, Primary Health Organisations, Ministry of Education and Ministry of Social Development and Oranga Tamariki.

K'aute Pasifika is the lead provider for the Aere Tai Midlands Collective. As such, K'aute Pasifika not only has strong links within our Hamilton, Waikato community but we have strong, meaningful and collaborative partnerships with providers in the broader Midlands Region. The Aere Tai Midlands Collective provides Pacific focused health, education and social services to over 33,703 people in the broader Midland Region, spanning 76,658 sq.km. A number of our providers are operating Pasifika ECE Centres in their cities.

The Waikato Nesian Festival came out of some feasibility work which K'aute Pasifika did with the pacific communities in Waikato. This work was funded by DIA and was to determine what pacific communities saw as being their priorities. The community spoke of needing an event to celebrate our cultures and K'aute Pasifika has delivered on that need with the first event being held in 2009. 2019 was the 7th Annual Waikato Nesian Fesival.

Each year the Nesian Festival has grown in scale and in quality and we continue to seek growth of the event, better engagement of community and bigger impact in the waste minimisation space. This year the event brought punters from Wellington, Tauranga, Rotorua and Auckland. The reach of the event is growing.

SECTION TWO – EVENT OVERVIEW

The core purpose of the event is to celebrate our diverse pacific cultures and to inform and promote our diverse pacific cultures to those that have not yet fully experienced this. See **annexure A** being a short video from this year's event.

This year we had 35 groups performing at the event and 39 food stalls. We learnt that less can be more and that we should give consideration to an application process moving forward. Some key objectives for the event moving forward include:

a) Timely and quality performances across the programme and keeping to the timetable;
b) A good range of food stalls including ensuring good representation from the different pacific groups and professional vendors;
c) Earlier engagement of vendors and volunteers in the waste minimisation journey including vendors paying a contribution towards the costs of the Silver Service;
d) A fizzy drink free event;
e) Securing at least one high quality speaker and MCs for the day at an early stage in the planning;
f) Starting marketing and promotion outside of Waikato in good time before the event.

See **annexure B** being the programme for this year which will provide the best description of the likely programme for next year.

Our stakeholders are the community, community and church groups, our strategic partners and our sponsors. Our sponsors were mentioned regularly throughout the course of the event this year and their logos were on all our marketing and promotional material. NZME (the Hits) and Pacific Media Network provided some sponsorship in the form of marketing

and advertising. Pacific Media Network was a good source of marketing outside of Waikato. In terms of our stakeholders, one of the key benefits to them of event is connecting with our pacific communities and families. Apart from HCC, funders of the event this year included Trust Waikato and Ultrafast Fibre.



Blair Dowling from the Hits Waikato sampling some pacific food in the lead up to the event.

SECTION THREE – DEVELOPMENT PLAN

K'aute Pasifika's core purpose is to provide health, social and education services which are based on pacific models of practice and care to community. Our ideal would be to grow the event to a size and stage where is becomes a celebrated annual event for the region and something which is capable of being handed over to event managers to take care of. In terms of growth, we are so far moving to plan. Once the Pan Pacific Community Hub is fully developed (another project which K'aute Pasifika is leading), we aspire to hold the event at Hinemoa Park with the possibility of having a second stage on the adjoining Boyes Park or Casey's Garden. Additionally, it is envisaged that clinics could be offered from K'aute Pasifika's head office onsite including vaccinations and the Fale itself could be opened up for use during the event to showcase pacific art.

Over the next 5 years, by continuing to work with Go Eco, HCC and the Silver Service, we would like to grow the event to be a zero waste event.

SECTION FOUR: EVENT REQUIREMENTS

The event has been successfully held at Claudelands Park Grounds for a number of years.

K'aute Pasifika has brought rubbish and toilet facilities to site as well as stage and sound equipment. This is all included in the draft budget.

Next year, we would like to have a proper power source for all our vendors to use rather than each vendor having their own small generator. Traffic management, food safety, health and safety and medical will all be provided for as per this year's requirements. We had a K'aute Pasifika Nurses tent as well as a doctor present for the duration of the event. NZ Fire Safety and NZ Police also had an onsite presence.

SECTION FIVE: MARKETING AND COMMUNICATIONS PLAN

Bettle and Associates sponsored the redevelopment of our brand and website and also the marketing material for the Nesian Festival. See **annexure C** for an example.

K'aute Pasifika intends to leverage partnerships with NZME and Pacific Media Network to market and advertise the event next year. This year we were fortunate to get radio time and print in the NZ Herald and early indications are that similar sponsorship will be available next year.

K'aute Pasifika will also use EDM to ensure all our stakeholders are communicated with re Save the date and VIP invites as per 2019. Additionally, we will use our social media platforms and church and community groups.

SECTION SIX: FINANCIAL PLAN AND CONSIDERATIONS

See attached **annexure D** being the draft budget. We note the budget assumes that Pacific Media Network and the Hits Waikato will sponsor the marketing in exchange for some promotion in the lead up to the event and on the day with onsite presence and acknowledgements. We intend to apply to Wel Energy for a small grant to cover the cost of suitable power generator and this is not yet included in the budget on account of timing regarding the possibility that we may need to apply to Wel Energy this financial year for Hub funding.

Using a conservative estimate of 50 meals per stall and using this year's numbers of food stalls with an average of $15 per meal results in approximately $30,000 of revenue for stall holders in the region. The site fee for vendors is very reasonable and we intend to give some thought to whether we can reasonably raise the fees.

SECTION SEVEN: MANAGEMENT AND BUSINESS CONTROLS

See attached **annexure E** being the draft event plan.

Population Health provided us with evaluation forms which were available on the day. The results are attached as **annexure F**. We intend to follow a similar process next year.

In terms of the finances, we have robust financial processes and mechanisms for monitoring budgets against actuals. We are ISO 9001 accredited.

Annexure A – Video
Annexure B – Programme 2018
Annexure C – Poster 2019
Annexure D – Draft budget
Annexure E – Draft event plan
Annexure F – Evaluation material

Attachment 2

Item 10

WAIKATO Nesian FESTIVAL

The Waikato Nesian Festival is an annual grass roots community event organised and hosted by K'aute Pasifika Trust. The purpose of the Waikato Nesian Festival is to provide a platform to celebrate our diverse pacific cultures, dance, music, food, arts and crafts. It is an event to showcase Pasifika to all community. The theme of the event this year was, "Reach Out: Our community, our responsibility." This refers to our collective responsibility to each other, suicide awareness and prevention but also to our collective responsibility to the environment and our aspiration to grow the event towards a zero or very low waste event.

2019 was the 7th annual festival and was by far our most successful. The day is packed full of cultural performances ranging from school groups and community groups to professional performers with the park surrounded by an array of pacific and other foods stalls as well as craft and promotional stalls. This year we had two professional MCs host the event ((Jandals) Henry Tuipea and Tua Karalus) and Carlos Hicks (the Flying Fijian) and Dave Letele (Brown Buttabean) speak at the event to inspire our youth.

K'aute Pasifika is on a pathway to growing the event and lifting the quality of the day overall. We estimate just over 3,000 people attended this event this year. Last year, HCC provided some funding for the event through a multi-year grant but also funded 5K for a project manager from the community events fund. The project manager had good links into the community which lifted number and quality of the cultural performances as well as enabled a big opening of schools, community and other groups. K'aute Pasifika retained overall project management and control of the event and oversight of the budget and other compliance and regulatory aspects. We have a robust infrastructure which enabled us do this. As with earlier years, we learnt some good lessons to take through into 2020.

We get a range of dignatories attending the event each year including for 2019 the Minister for Pacific Peoples, the Mayor of Hamilton, local MPS (David Bennett, Tim McIndoe and Jamie Strange) as well as many of our local city councillors (Paula Southgate, Mark Bunting, Ryan Hamilton, Dave McPherson and Siggi Henry). Several MPs from other regions also attended. K'aute Pasifika is also well supported by its strategic partners Wintec (with CEO Dave Christiansen in attendance), Waikato University (with the Vice Chancellor for Pacific Dr Keaka Hemi in attendance) and Oranga Tamarika (with the General Manager for Pacific Holika Uhila in attendance). The Minister for Children, Tracey Martin, MP Alfred Ngaro and Councillor Angela O'Leary unfortunately had to pull on the morning of the event because of unforeseen circumstances.

This year we worked with Go Eco and HCC to start a journey towards zero waste. Part of that work included securing and covering the costs for our vendors of the Silver Service from Gourmet in the

Gardens. There is still a lot of education that needs to be done with our vendors and families in this space and we intend to continue this journey.

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2019 Programme

"Reach out, Our Community, Our Responsibility"

10am	**Opening Ceremony** *Feat. the collective talents of the Waikato Community incl. TOPA – HAMCIA – SAMBATRON*
	Opening Tatalo/Karakia
	MC's Introduction *Tua Karalus & "Jandals" Tuipea*
	Mayor of Hamilton Andrew King
	Hamilton Samoan Methodist Youth Group
	Waikato Uni-Tech Tongan Students Association (WUTTSA)
	Fairfield Intermediate School ***2018 Tamaiti Pasifika Celebration (TPC) Intermediate Winners***
	Waikato University Samoan Student Association (WUSSA)
	Fairfield Primary School
11 am	Maeroa Intermediate School
	Solomon Islands Waikato Community
	Barewa Dance Group
	Deanwell Primary School ***2018 Tamaiti Pasifika Celebration (TPC) Primary Winners***
	Knighton Normal School
	Dinsdale Ward Young Womens Youth Group
	Nukualofa Girls
	Marian Primary School
	Ana Tukuitonga
12pm	Hamilton Cook Island Association (HAMCIA) and Waikato University Cook Island Association (WUCIA)

PROUDLY SUPPORTED BY

	Matasiga Kecisamani Youth Group
	Hulanesian Fitness
	Halau Hula I ka 'ikena
	Fairfield College
	GUEST SPEAKER David Letele *"Brown Buttabean"* *Professional Boxer, Health & Fitness Motivator*
1pm	Waikato Rivertones Chorus ***2019 NZ Sweet Adeline Champion Chorus***
	Miss Leigh Zumba Class
	GUEST SPEAKER Carlos Hicks *"The Flying Fijian"* *International Kickboxing Federation's Middleweight Champion of the World*
	Fraser High School ***2018 Pasifika By Nature (PBN) Winners***
	Hon Aupito Sua William Sio
	Hamilton Fijian Methodist Youth
	Cy and Loyal
2pm	Tj Taotua ***Award Winning Pacific Music Artist***
	Hillcrest High School
	Alvalldamarie Godinet
	AG Youth and HFWCC Youth Ministry
	Oceania Pearlinas Performing Arts
	Peachgrove Intermediate
	Aoteangaru Youth Group
	Pocket Jams
	Sacred Heart Girls College
	Fe'unu Koula Academy of Tongan Arts, Dance and Culture
3pm	**Closing Remarks** by K'aute Pasifika CEO Leaupepe Rachel Karalus

PROUDLY SUPPORTED BY

WAIKATO NESIAN FESTIVAL 2019- PLANNING

Local Government Requirements

- Inform local government of event and gain approval (if required)
- Check with your local Visitor Information Centre to see if there are any other events scheduled for the same date and location

Budget

- Prepare an event budget and monitor your spending

Location

- Select a location or venue for your event
- Transportation – will people travel long distances to your event? Is there parking and easy access from mass transit?
- When is your location available?

Event Agenda

- What is the goal of your event?
- Develop event timeline
- Book entertainment and MC
- Book speaker
- Collect written confirmation from entertainment or MC
- Submit deposit for their services if needed

Sponsorship

- Create sponsorship proposal
- Identify potential sponsors
- Deliver sponsorship packages and follow up within 1 week
- Use sponsor testimonials and always acknowledge sponsors

Marketing & Promotion

- Develop Marketing / Communication Plan
- Design promotional material, basic text, logo
- Optimise website for search engines

- Distribution of flyers/posters/email/brochures to community
- Submit event information to local events calendars and websites
- Submit a press release

Participant Registration and Invitations

- Build an online event registration form
- Host your online registration form on your website
- Determine what is included in the cost of registration (event t-shirt, pre-event dinner, etc)
- Deliver an email announcement to your past participants with link to your online registration form

Permits & Licences

- Apply for any food permits required
- If using music, apply for a noise permit
- Request for approval to erect promotional signage
- Road closures – send applications early

Contractors

- Order equipment e.g. stage, lighting, PA system etc
- Book portable toilets, fireworks, marquee, generators
- Book and confirm all contractors in writing
- Check insurance – public liability, staff, volunteers etc

Risk Management

- Book first aid officers
- Conduct risk assessment involving all key stakeholders
- Create risk management plan
- Obtain relevant insurance and send copy to Council if required
- Contingency Plans – wet weather, low attendance

Security Plan

- Book Security & two way radios
- Crowd control

- Cash security

Essential Services

- Notify Police, Ambulance Service and Fire Brigade

Waste Management

- Develop Waste Management Plan
- Promote reducing waste in marketing material

Traffic Management

- Design traffic plan including:
- Signage, disabled parking, VIP parking, pedestrian access, marshals, car parking area, entry and exit points, lighting, road closures, promote alternative transport

Food Vendors

- Book Food Vendors and confirm in writing
- Request details of electrical requirements
- Request copy of Health Department Registration Certificate
- Application for temporary food premises permit

Site Preparation and Plan

- Design plan of venue / event site

Cleaning and Maintenance Plan

- Book toilet cleaners and extra paper if appropriate
- Clean up venue/mow lawn/clear area of debris

Other

- Organise volunteers and staff
- Prepare scripts or run sheets for ceremonies
- Organise leis, giveaways, decorations

ON THE DAY

- Gather staff for full briefing
- Organise volunteer registration area & entertainers area
- Circulate contact list with mobile numbers to all staff / volunteers
- Review chain of command in case of emergency

AFTER THE EVENT

- Removal of all equipment and rubbish
- Thank you letters to staff, volunteers, performers
- Thank you presentation to sponsors
- Evaluation / debrief with key stakeholders
- Close off budget
- Hold a de-brief session to look at ways of improving the event

Attachment 2

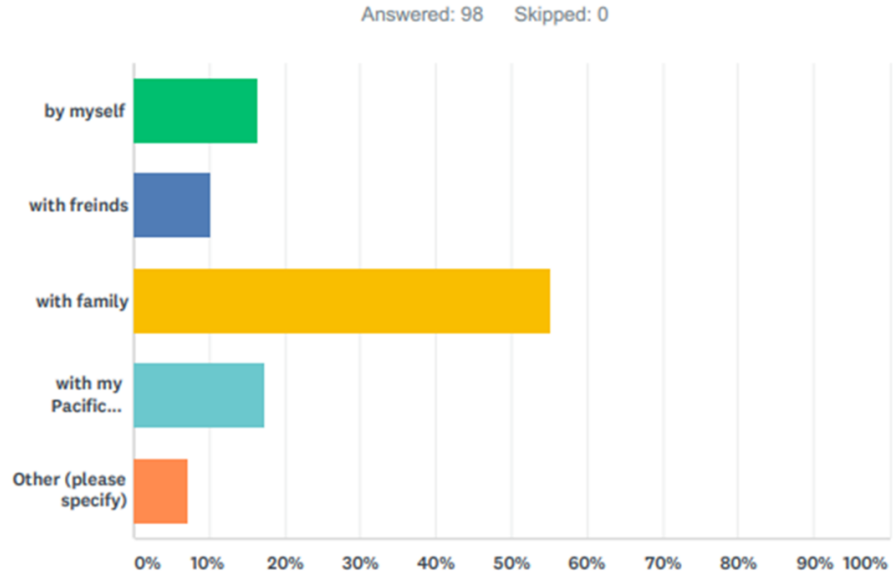
Item 10

Pacific Nesian Festival Evaluation, May 2019

This report presents a summary of evaluation findings of the seventh annual Waikato Nesian Festival held on 11 May 2019 at Claudelands Park, Hamilton. The report is being prepared by Public Health for K'aute Pasifika Trust, lead organiser for the festival. The festival was identified by Pacific communities as one of the top three priorities to enable celebration of Pacific cultures (including arts, performances, languages) as part of Pacific heritage and wellbeing. The festival has also promoted awareness and participation by the wider Hamilton/Waikato community.

The evaluation surveyed 97 participants during the festival based on five key questions. The responses are summarised below:

Q1: Participants attending the festival with:



Q2: Cultural ethnicities participants identified with:

Solomon Islands, Tongan, Samoan, Fijian, Kiribati, Cook Islands, Ni-Vanuatu,

Samoan/Tongan, European/Samoan, Tongan/Samoan/Niue, Kiwi/Samoan, Samoan/Tokelauan, Fiji-Tongan/NZ Maori, Maori/Pacific Islander

Maori, NZ Maori/European, Maori/Pakeha, Pakeha, Palangi, European, New Zealander, European/French, Indian, Somalia, Chinese, Asian, Filipino, Colombian-American, Mauritian, South African,

Pacific Nesian Festival Evaluation, May 2019

Q3: What participants like about the Nesian festival and reasons for:

(ranging from most frequent responses)

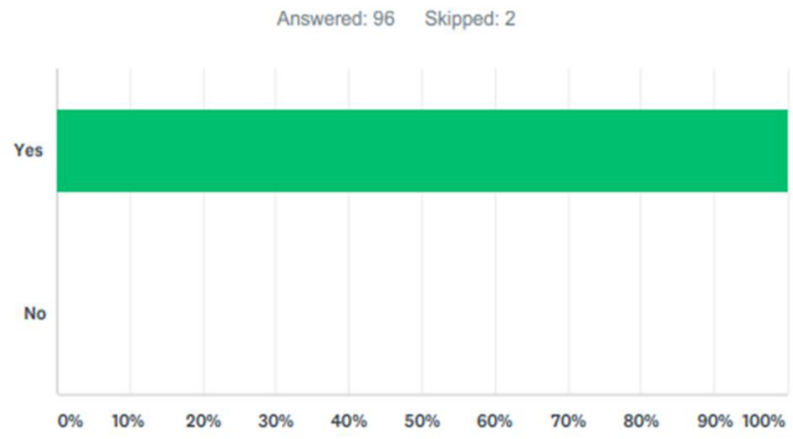
1. Food stalls, dance, variety of cultural performances, entertainment, music, vibe/atmosphere, cultural environment
2. Family oriented, people/meeting people, diversity/cultural diversity, different groups, people enjoying themselves, community spirit, brings diverse Pasifika communities and cultures together, reconnecting with community, community focus, friendliness, unity, meet people from different cultures and/or communities , meet a lot of Pasifika friends, catch up
3. Pasifika focus event, celebrates PI culture, promotes learning about culture/different cultures, sharing of cultural assets, showcase various cultural activities
4. Everything
5. Talking about community and waste minimising

Q4: What participants enjoyed most:

(ranging from most frequent responses)

1. Performances, dance, kids performing cultural dances, schools performing, music, vibe
2. Meeting with Pasifika family, meeting with people, seeing friends, big happy crowd, community spirit/participation
3. Food
4. Everything
5. Cultures to see, experience, celebrate, share/people embracing other cultures
6. Everything
7. Health service

Q5: Responses on whether to continue to hold the Nesian festival in the Waikato:



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Pacific Nesian Festival Evaluation, May 2019

Q6: Suggestions on making the festival better to celebrate Pacific culture and diversity:

(ranging from most frequent responses)

- Promotion and exposure of cultures to Waikato; advertise more to the community and wider networks so more people can come
- Allow up to few meters from the stage for public seating; allocate seatings
- More activities including for kids to play; let the crowd dance; competitions to learn dance and different languages
- More variety of performances ; add more cultures
- Yearly event ; keep it going
- Cheaper food
- Summer event; avoid freezing weather
- Better organised per cultural protocols
- Maybe some competitions on stage to learn dance and different languages
- More food stalls and prizes
- Better car parks

Q7: Other comments:

Love it, Keep up the great job
Fabulous/fantastic event
Doing awesome/perfect/beautiful
Thank you organisers
Overall a good day with no disappointment, well done
Great to see lots of volunteers
Very nice/awesome people
Keep it going

Hamilton City Council
Te kaunihera o Kirikiriroa

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Kaute Pasifika
PACIFIC. NEVER PASSIVE.

CULTURAL PERFORMANCES

FOOD AND CRAFT STALLS

GUEST SPEAKERS

WAIKATO Nesian FESTIVAL

SATURDAY
11 MAY 2019

10AM - 3PM

CLAUDELANDS PARK

TOPAS
ultrafast FIBRE
B&
Trust Waikato TE PUNA O WAIKATO
PMN
Hamilton City Council
Te kaunihera o Kirikiriroa

2019/20 Event Sponsorship Scorecard

Application Summary			
Event Name and Date	Wheels Along the Waikato 14 March 2020	**Applicant/Organisation**	Rototuna Rotary Club Inc
Event Venue	Te Awa Track along the Waikato River	**Event Type**	Sport
Event Overview	Wheels along the Waikato is a bike fun ride for all ages and abilities starting in Ngaruawahia and finishing at the Hamilton Gardens. Wheels along the Waikato is designed to get people to dust off their bikes and get out with their families, friends & work mates to enjoy some fresh air whilst having fun, enjoying our beautiful Te Awa river trail, one of Hamilton's best attractions. 98% of this ride is takes place on the Te Awa track with only 3 areas whereby riders will be traveling close to roads meaning very little road management and no road closures. This keeps this event safe and cost effective. Organisers see this event as being an annual event - when the Te Awa track is completed all the way to Cambridge, they propose the ride has 2 starting points with both finishing at the Hamilton Gardens.		
Target Market	• Kids, parents, grandparents - all members of the community plus visitors to the city		
Event Objectives	• To create an annual riverside fun bike ride • To promote cycling and improve awareness of cyclists on and off the road • Highlight the eco-friendly aspect of cycling over driving and showcase the health benefits associated to the sport • Raise money through rotary to invest back into the community		
Attendance	Participants, spectators and trade 1720 - from Hamilton 360 – from outside Hamilton	**Anticipated Bed Nights**	500 in hotels, motels and camp grounds over 2 days = 1000 bed nights mainly in Hamilton plus home hosting of 300 = 600 bed nights
External Funding	The event is just embarking on sponsorship conversations with plans to target multiple corporate sponsors for possible naming rights and gold/silver/bronze cash sponsorship partnerships (Total $33k unconfirmed) and in kind support.		
Previous Council Support	This is a new event for 2020 and has not applied for funding in the past. Hamilton Gardens is proposed to be the finish line location and a booking is are underway.		
Past Event Performance	This is a new event for 2020. The Rototuna Rotary Club is the newest rotary in club with a "diverse and energetic membership". Members have been involved with other major cycle events including the Taupo Cycle Challenge. The club has starting consultation with key stakeholders such as Cycling NZ and Sports Waikato and local stakeholders and appear sufficiently resourced to plan and deliver the event. Sarah Ulmer (Trustee of Te Awa) is confirmed as Event Ambassador.		
Sponsorship Benefits to Council	• Hamilton City Council being acknowledged as an Event Sponsor (Gold Sponsor) • Council Logo and name on banner display over finish line • Council Logo on volunteer uniforms		

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	• Council support acknowledged through venue signage, news and press/media releases, verbal presentations and public announcements, logo placement on all documents and advertisements and social media posts relating to the event
Sponsorship Requested	$10,000

Management assessment against criteria	**Score (5)**
Fit to Hamilton City vision and profile	5
City exposure benefits	3
Generation of overnight visitation to city	1
Generation of incremental income to city businesses	2
Number of anticipated participants	4
Utilisation of city assets	4
Total	**19 / 30**
Management Recommendation	

APPROVE $5,000

Recommended - this is a new event and the recommendation is for seed funding for a strong initiative. While projected visitation is debateable, the event has the potential to become a major event with significant growth opportunity and use of key assets.



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Wheels Along the Waikato

TE AWA The Great New Zealand RIVER RIDE

tary Rototuna is the newest rotary club in Hamilton in 39 years we have a diverse, energetic membership that are keen to give back to the community. is is a **charity event** with proceeds going back into the Hamilton Community.

tary has been involved with some major cycle events including the Taupo Cycle Challenge

e concept of Wheels along the Waikato has been incubating over the past six months and now it is time to get some rubber on the road.

e have met with local stakeholders and **secured a date** of the **14th of March 2020.**

heels along the Waikato is **a fun ride for all ages and abilities** starting in Ngaruawahia and finishing at the Hamilton Gardens, with 98% of this ride is king place on the **Te Awa track** with only 3 areas whereby riders will be traveling close to roads meaning **very little road management** and no road sures. Keeping this event safe and cost effective.

heels along the Waikato is designed to get people to dust off there bikes and get out with there families, friends & work mates to enjoy some fresh air ilst having fun, enjoying our beautiful Te Awa river trail, one of Hamilton's best attractions.

e see this event being an annual event and when the Te Awa track is completed **all the way to Cambridge**, we propose the ride has 2 starting points th finishing at the Hamilton gardens

e event will include a shorter kids/parents/grandparents ride, a medium ride (half way) also an E-bike sector, wheelchair ? and possibly even a unicycle ction.

an extra dynamic within this ride will be an **orienteering / geocache** ride meaning we will have a app that links to our website that uploads 2 nensional bar codes scanned from the participants phones – winning spot prizes.

us we will be selling **pit stops along the river** promoting participants to get off there bikes and get involved with promos / and challenges along the way. is is not a race this is about the journey.

example of this is that the event travels right behind Fonterra's back gate we will be looking for Fonterra to support this initiative

e also envisage **promotion of the river** use including waka / dragon boats / rowers, jet skis, wake boarders, water skiing etc.

here are we at? We have submitted draft permits to the councils we have formed a steering committee we have spoken with stakeholders such as cling NZ, Sports Waikato. We are currently forming budgets, time lines and configuring sponsorship features and benefits. Whilst finding partnerships to lp make this a truly fantastic event

Our Vision

Wheels Along the Waikato (Draft)

Our long-term vision is to create an annual Riverside fun ride

we want to promote cycling, improve awareness of cyclists on and off the road

Highlight the eco-friendly aspect of cycling over driving and showcase the health benefits associated to the sport.

Whilst raising money through Rotary back into our community

We celebrate cycling with an fun unforgettable ride.

We educate by showing people the benefits of cycling

We Connect people with a full festival program of events

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Event Information

Wheels Along the Waikato (Draft)

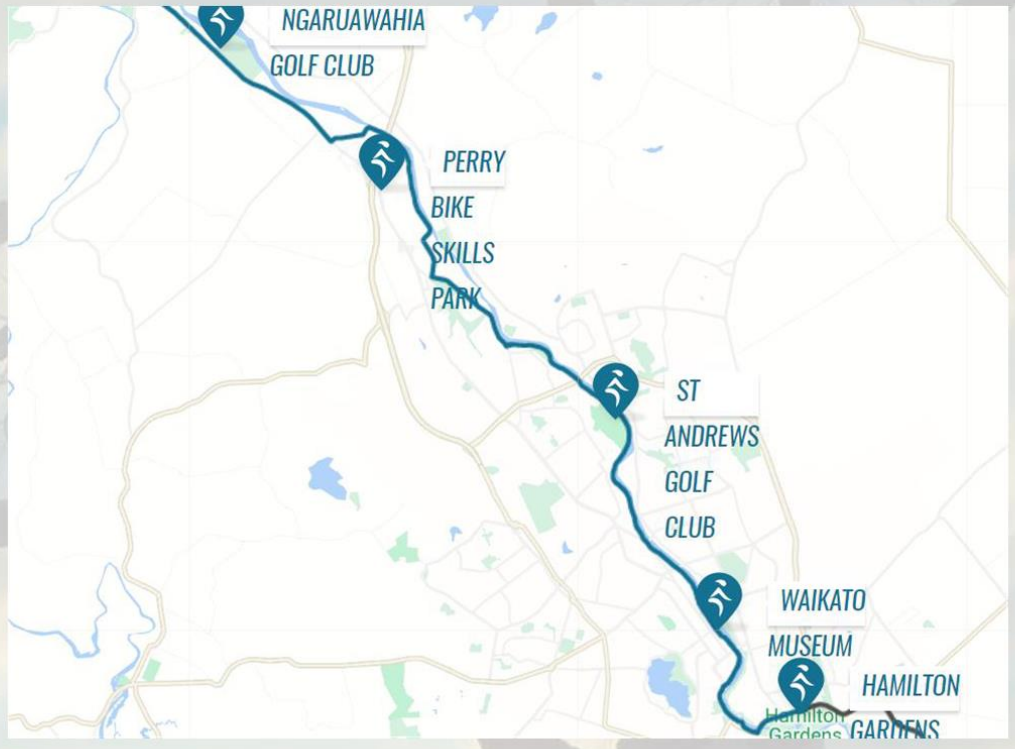
TE AWA The Great New Zealand RIVER RIDE

Essentials
- Date / Time :
- Location:

Riding Courses
- Little Legs
- Family
- Corportate
- ?????
- ???????

Entertainment
- Band Main event
- Unicycles
- Penny farthings

Health & Wellbeing
- Massage
- Health consultants
- Bike shops
- Food
- Giveaways




You're in Good Hands - Our People
Wheels Along the Waikato (Draft)
TE AWA
The Great New Zealand
RIVER RIDE
INTERNATIONAL
Managing Director
Grant Coburn
Photo & Words to be added
Marketing Director
Willi Olsen
Photo & Words to be added
Course Director
Bryan Running
Photo & Words to be added
Logistics and operations
Lee Robertson
Photo & Words to be added
Health ,Safety & environmental
Tony Richardson
Photo & Words to be added

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Sponsorship Levels - (*Draft*)

Sponsor Levels		Sponsors Logo Will appear on			Benefits	
Sponsor Levels	Donation Level	Event T- Shirt	Event Website	Event Posters	Media	You will Receive free rider Registrations
tinum/Naming rights	$ 25,000.00	☑	☑	☑	☑	*10*
d	$ 10,000.00	☑	☑	☑	☑	*5*
er	$ 7,500.00	☑	☑	☑	☑	*3*
nze	$ 5,000.00	☑	☑	☑	☑	*2*
tners		☑	☑	☑		*0*

Possible Sponsorship

2, List corporates to pitch

3, list businesses to pitch

- BR
- GC

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Platinum / Naming Rights : $25,000

- **Full naming sponsorship** acknowledgement and Logo placement prominently displayed on all promotional and advertising materials including the event Website
- **Rights** for the first 2 years with first right of refusal ongoing

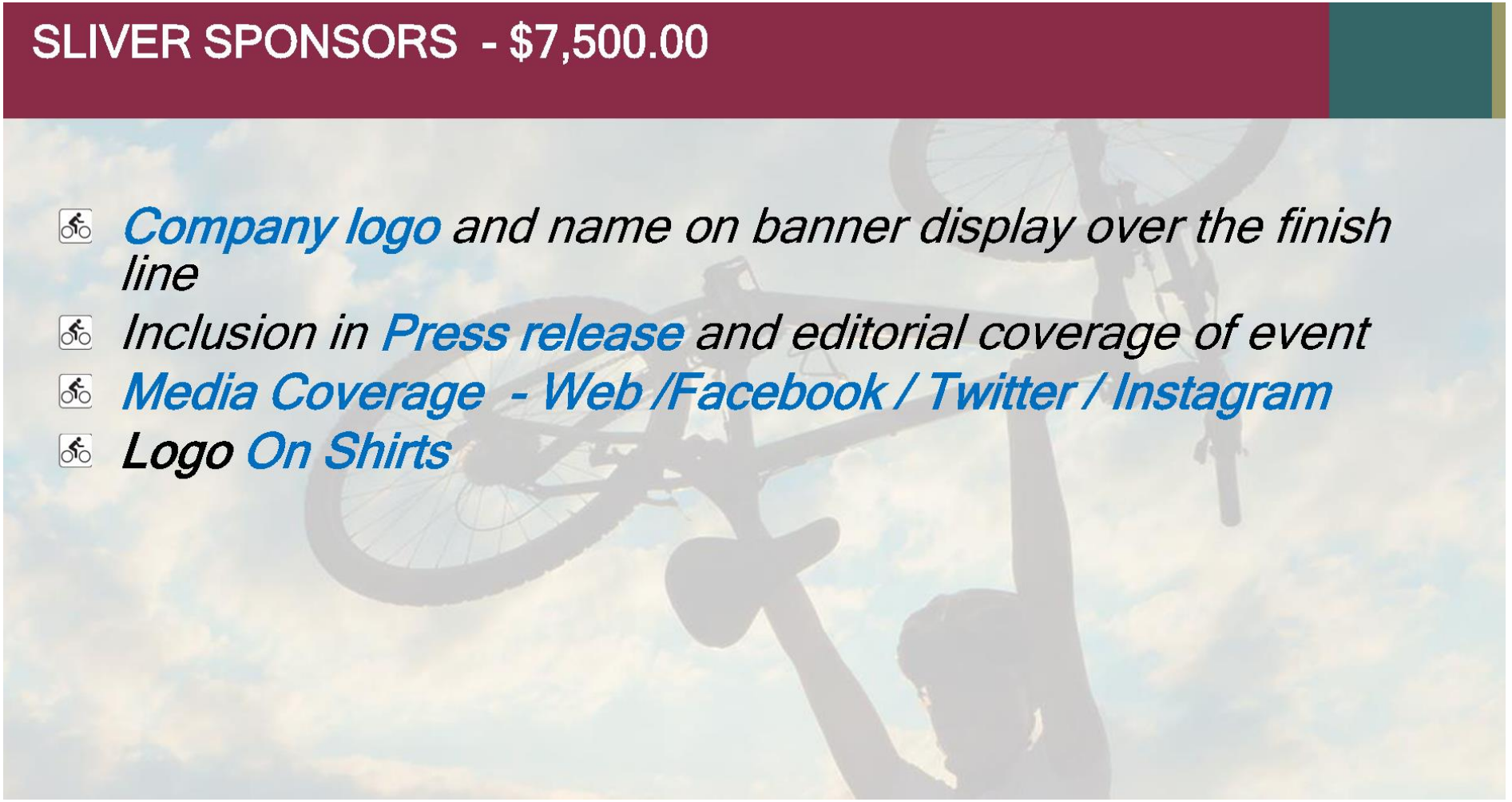
(Keeping in mind as the event grows the sponsorship dollar will need to grow)

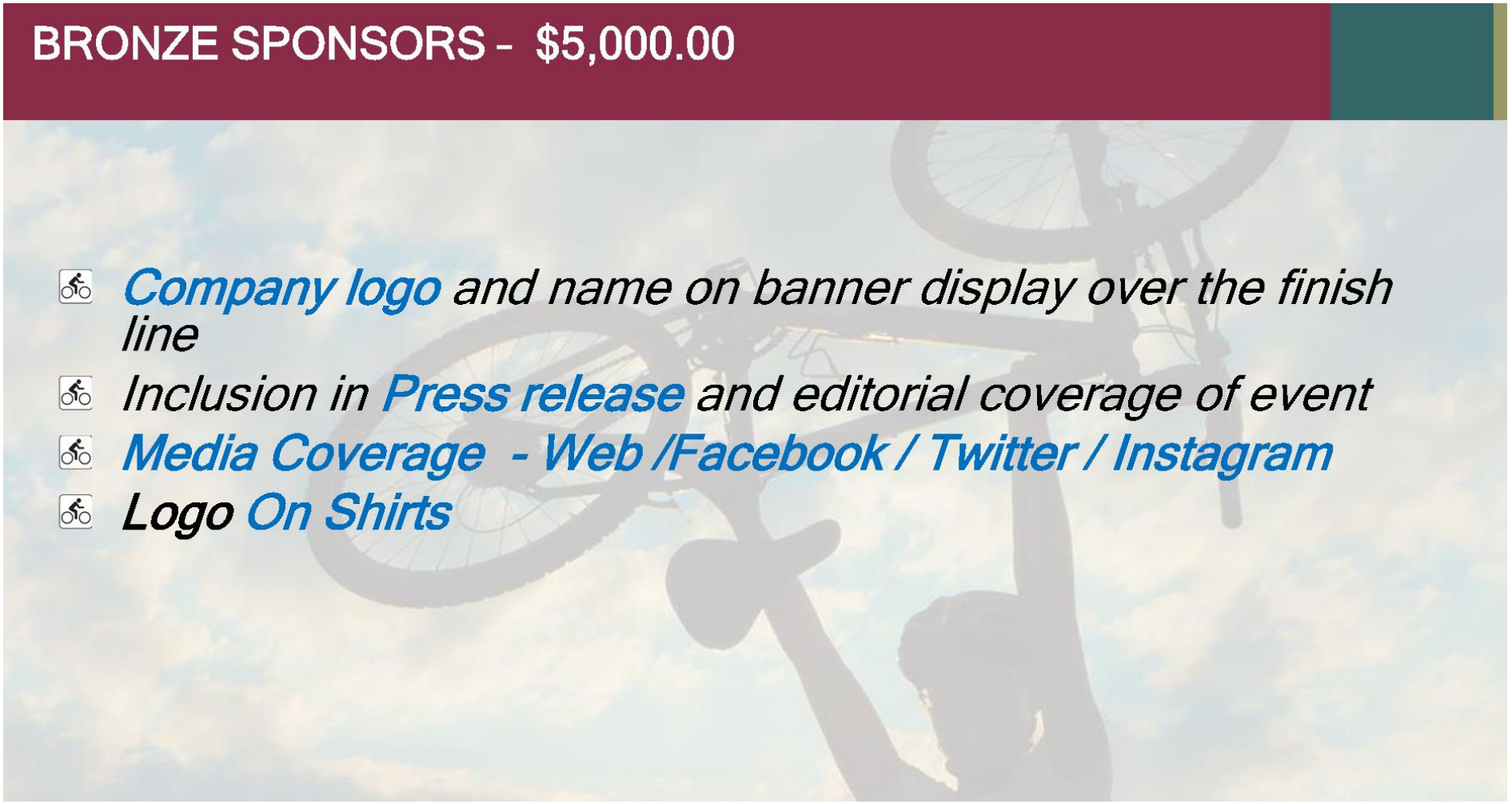
- *Company logo and name on banner display over the finish line*
- *Inclusion in Press release and editorial coverage of event*
- *Media Coverage - Web /Facebook / Twitter / Instagram*
- *Logo On Shirts*
- *Television / Radio - TBC*


GOLD SPONSOR / SPONSORS : $10,000.00
Company logo and name on banner display over the finish line
Inclusion in Press release and editorial coverage of event
Media Coverage - Web /Facebook / Twitter / Instagram
Logo On Shirts

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BRONZE SPONSORS - $5,000.00
Company logo and name on banner display over the finish line
Inclusion in Press release and editorial coverage of event
Media Coverage - Web /Facebook / Twitter / Instagram
Logo On Shirts

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IN-KIND SPONSORSHIP (EVENT PARTNERS)



Wheels along the Waikato
In-kind Sponsorship (Event Partners)
Commitment Form
March 14th 2020

Company Name: _____

Company will provide the Following

_____

_____

_____

Fair Market Value $_____

	Delivery Available (Location TBD)
	Unfortunately, we cannot deliver. Pick up Date :

Pick Up Location _____

Please provide any required details for pick up/delivery (i.e. dates, times, required transportation)

_____

Name: _____
Signature: _____

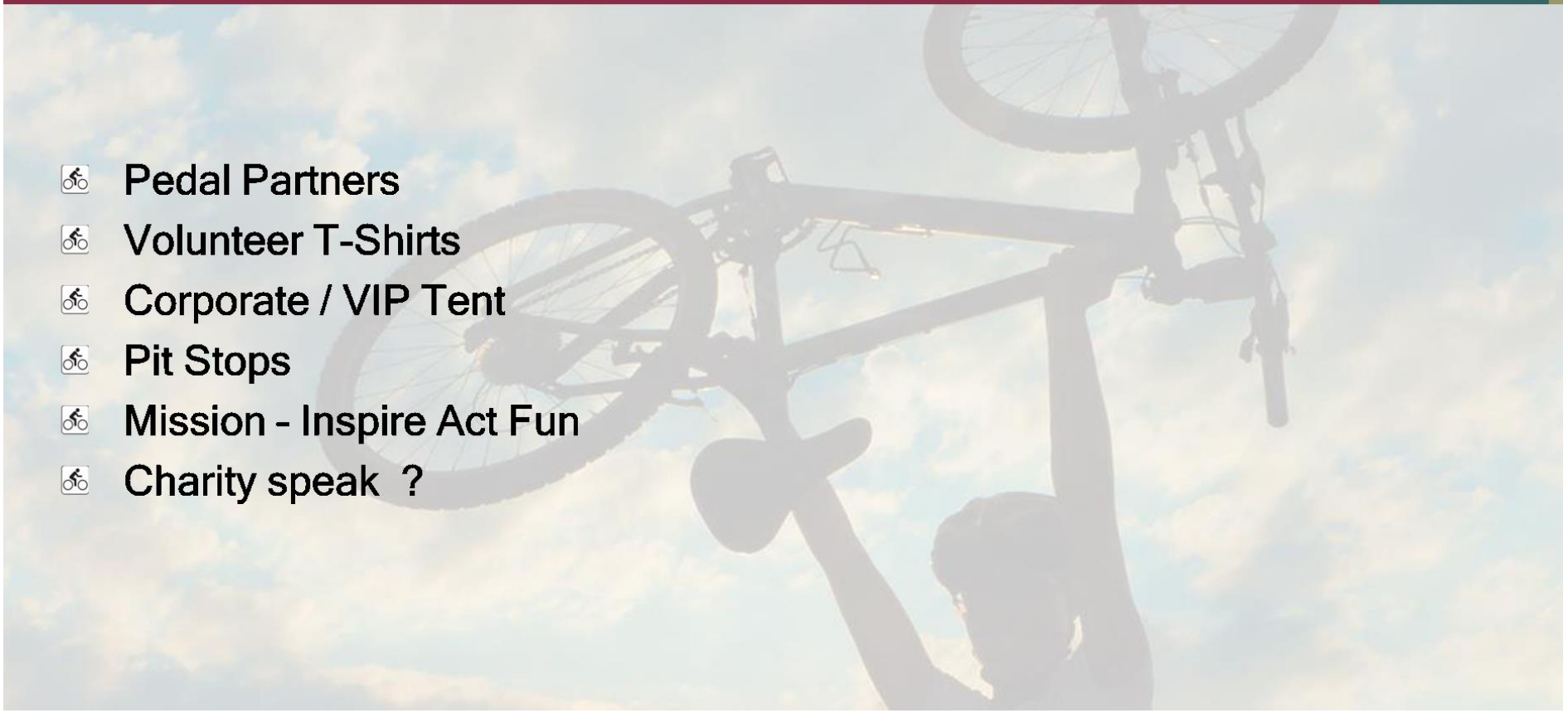
Contact Person_____ Title _____
Address: _____
City: _____ Postcode: _____

Phone: _____ Cell: _____

Email: _____Date:_____

Rotary Rototuna
Po Box 12705 Chartwell
Hamilton

NOTES - THOUGHTS



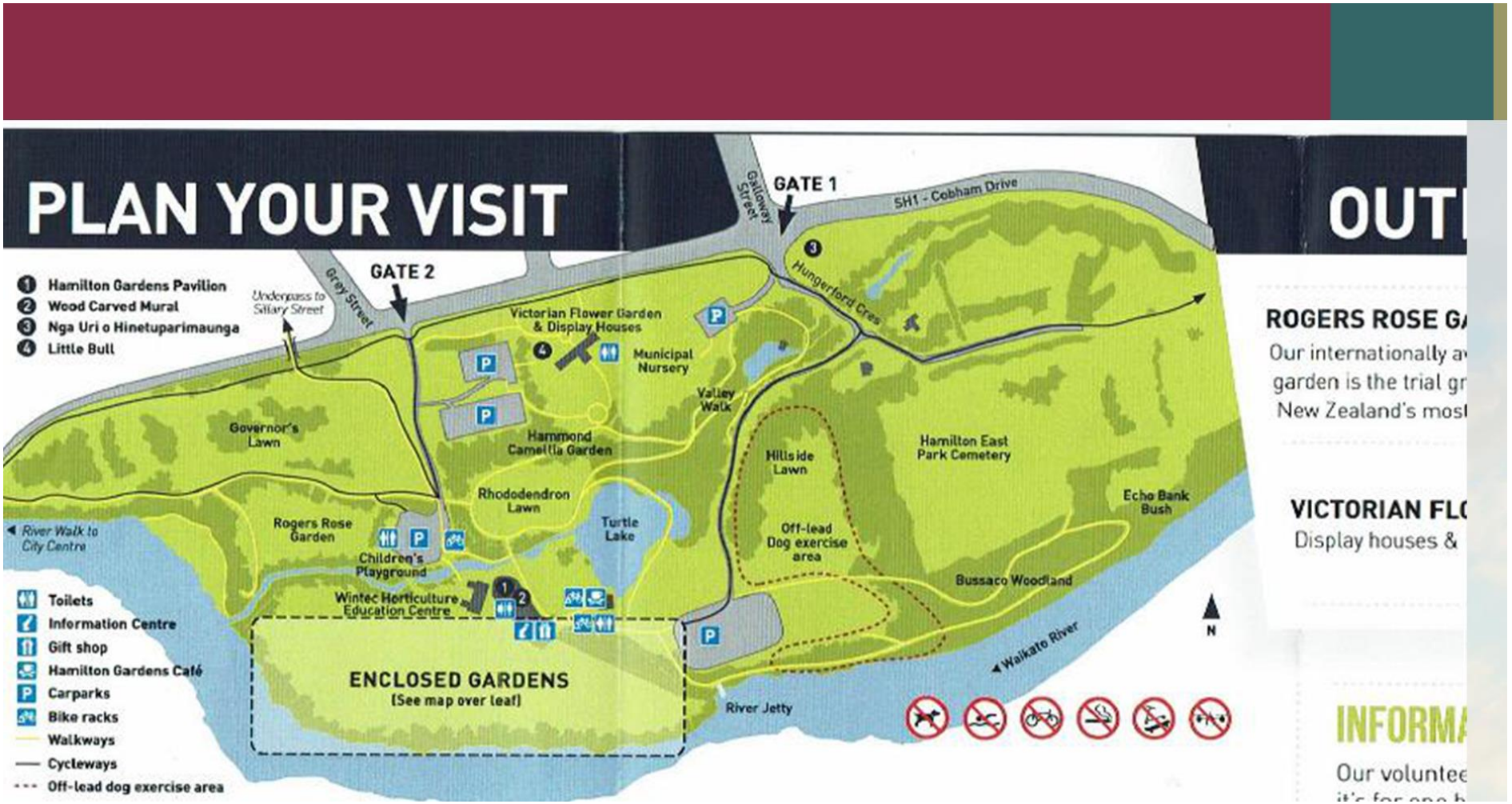
- Pedal Partners
- Volunteer T-Shirts
- Corporate / VIP Tent
- Pit Stops
- Mission - Inspire Act Fun
- Charity speak ?

Attachment 2

Item 10

Gate Process

1. Steering Committee
2. Operational Committee
3. Partners & Sponsors
4. Consents / Approvals / H&S


PLAN YOUR VISIT
1 Hamilton Gardens Pavilion
2 Wood Carved Mural
3 Nga Uri o Hinetuparimaunga
4 Little Bull
Underpass to Sillary Street
Grey Street
GATE 2
GATE 1
Galloway Street
SH1 - Cobham Drive
Hungerford Cres
Victorian Flower Garden & Display Houses
Municipal Nursery
Valley Walk
Governor's Lawn
Hammond Camellia Garden
Hillside Lawn
Hamilton East Park Cemetery
Rhododendron Lawn
Echo Bank Bush
Rogers Rose Garden
Turtle Lake
Off-lead Dog exercise area
River Walk to City Centre
Children's Playground
Wintec Horticulture Education Centre
Bussaco Woodland
ENCLOSED GARDENS
(See map over leaf)
River Jetty
Waikato River
N
Toilets
Information Centre
Gift shop
Hamilton Gardens Café
Carparks
Bike racks
Walkways
Cycleways
Off-lead dog exercise area
ROGERS ROSE GA
Our internationally a
garden is the trial gr
New Zealand's most
VICTORIAN FL
Display houses &
INFORMA
Our voluntee

Attachment 2

Item 10

Hamilton City Council

Event permit application form

Hi there,

Thank you for submitting your event permit application. Please be aware that it takes a minimum of **20 working days** to process this application.

In the meantime, your chosen location will be tentatively booked, once your event

sportwaikato
out there and active



ANDREW CORKILL

General Manager People and Communities

I have been employed by Sport Waikato from early 2017 following a career in local government &nda...

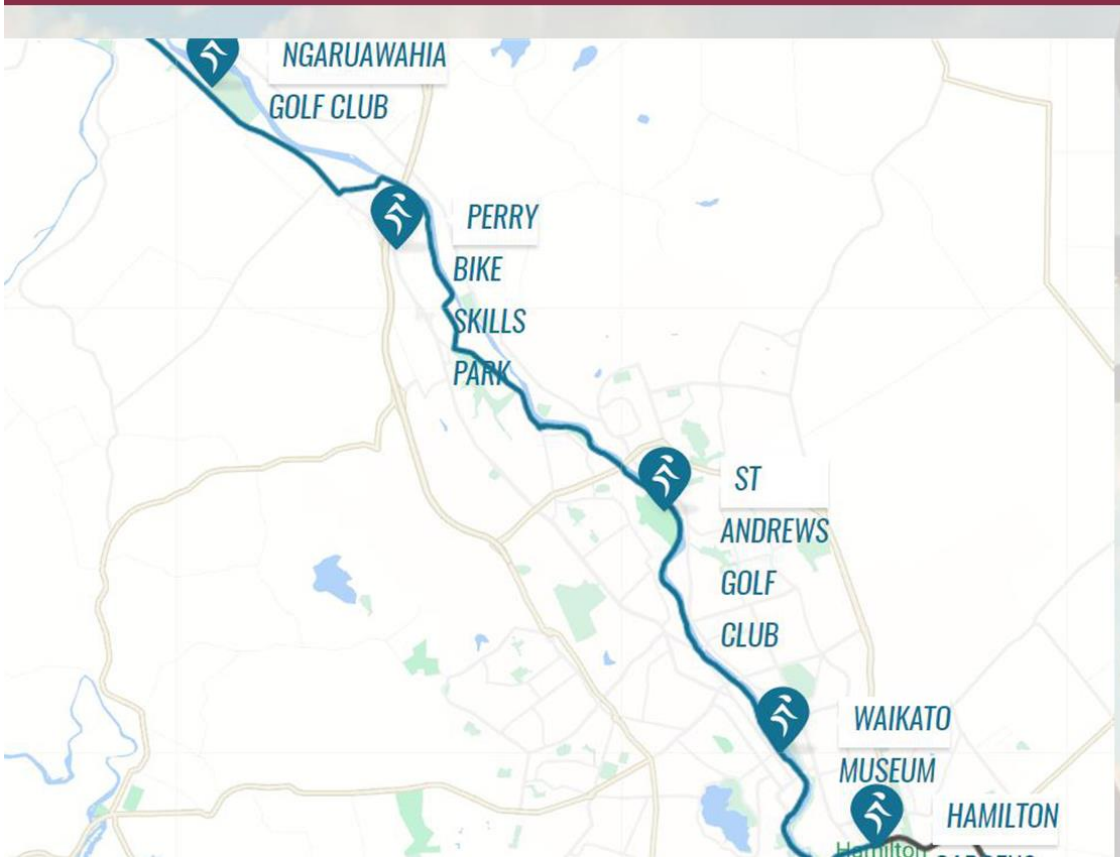
Phone Email

Tasks Completed

- Steering Committee has been formed
- Course has been Agreed
- Start and Finish line Agreed
- Distances Discussed
- Pit stops Discussed
- Ambassador secured



Course



27km

Cyclists 2 hours each way

Walkers 5 hours, 30 mins each way

Difficulty ★☆☆

Hire a bike

Attachment 2

Item 10

Event Ambassador - TBC





Sarah Ulmer

Trustee



Sarah Ulmer was the first New Zealander to win an Olympic cycling gold. She won a gold medal and set world records at the 2004 Summer Olympics at Athens. Sarah won the Halberg Award after Athens and was twice awarded the Lonsdale Cup.

Things still to do

- Road Management - Fulton Hogan / Downer /Heb
- Hamilton Gardens Agreement (Sue & Rob)
- Finish line event - Band / Bands
- Sponsorship
- Trucking company / Bus - for Bike drop off
- Naming rights Sponsor
- Olympians involvement
- Website/ Facebook / Phone app
- Advertising & Marketing
- Support -
  - Sports Waikato
  - Cycle Clubs
  - Bike shops
  - St Johns
  - Break down

Attachment 2

Item 10

Extra ideas

- Drone Coverage
- Live Streaming
- Electronic passport
- Orienteering / Geo cache
- Interactive app marking sponsors and hazards



- River use
  - Jet Ski Display
  - Wake Board Display
  - Waka / Dragon Boats
  - Rowing club





Course Photos

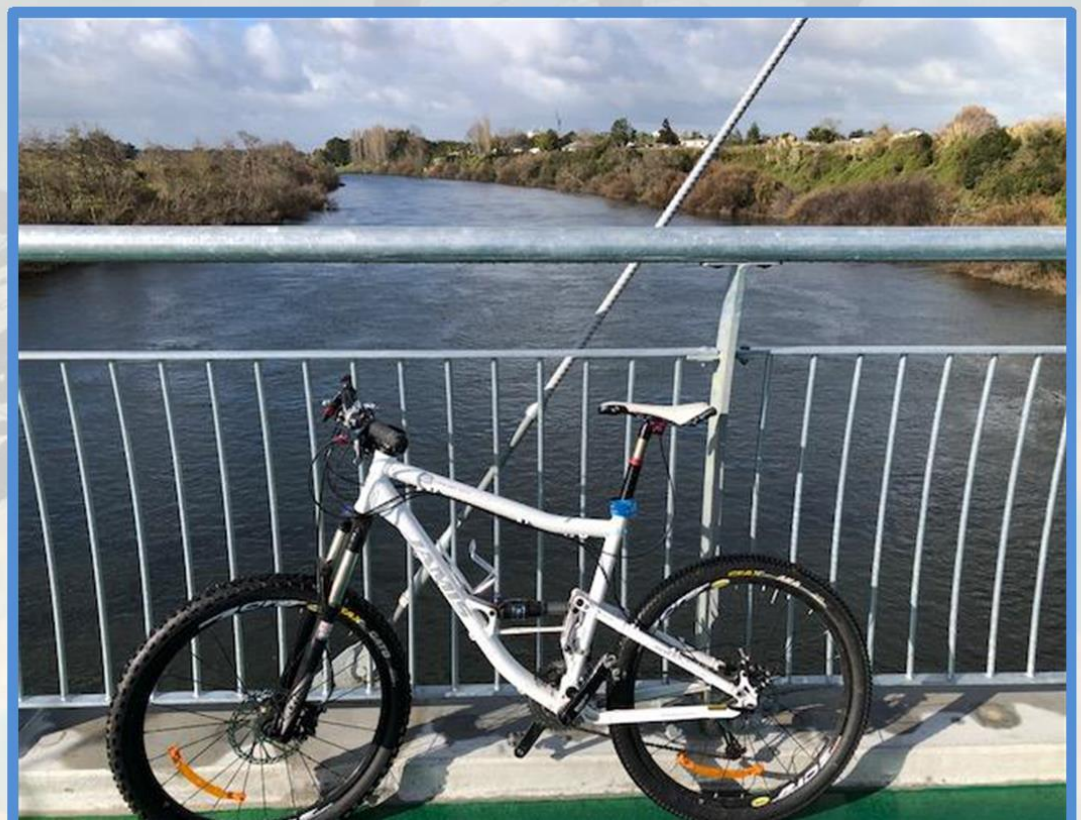


Attachment 2

Item 10

Course Photos





Course Photos



Attachment 2

Item 10

Course Photos





Section of course



Attachment 2

Item 10

Course Photos



Event Date for 2019

- Team members

Look at suitable weekend from 23rd Feb - 30th of March

Currently events in that time frame in Hamilton (cricket)

In other regions that may have an affect on attendance

Big easy HB 31st March

Cambridge ride Anzac day 25th April

Volunteers'

Attachment 2

Item 10

Venue Hamilton Gardens

- A site plan
- Event risk plan
- Traffic management plan
- Waste management plan
- Public liability insurance
- Event program



TE AWA RIVER RIDE: HAMILTON

The Hamilton River Path section of the Te Awa River Ride runs the length of the city along the Waikato River.

It is a key tourist attraction in Hamilton providing an attractive, bike and pedestrian friendly connection between the river, green spaces and the city. It is also a quick and accessible route into the Central City from many suburbs. The River Path builds on the regional linkages and attraction provided by the Te Awa River Ride and Te Araroa walking trails, providing access to the Waikato River and the Hamilton Gardens. It will also be a crucial connection to key River Plan developments such as Ferrybank, Wellington Street Beach and Braithwaite Park.

The Biking Plan will see the River Path from south of the Cobham Drive Bridge to the southern boundary of the city completed through the Te Awa River Ride South project. Other projects, associated with the River Plan, could include upgrading the path to a three metre wide shared path and providing improved facilities for people on bikes such as directional lanes, DIY bike repair stations, public toilets, drinking fountains, lighting, signage and cafes.

Waikato District Council • Ride Start

If you build it, they will come
Ride start from Ngaruawahia
Contact Waikato District Council
A site plan

Event risk plan

Traffic management plan

Waste management plan

Public liability insurance

Event program



Attachment 2

Item 10

Traffic control

- Team
- Geoff Brazier

Any work or activity, including events, being undertaken in the road reserve must be controlled by an approved Traffic Management Plan. There may be some exceptions around footpaths - see Use of Footpath Space.

A Traffic Management Plan (TMP) describes the design, implementation, maintenance and removal of an activity being carried out on the carriageway, footpath or road reserve, and how road users will be managed by temporary traffic management measures.

It usually includes a plan and pictures of the area.

An approved TMP is needed whenever there are proposed works, activities or events that will occur anywhere on the road reserve (fence to fence) . Applicants must programme and organise their event or work so that traffic flow is maintained at all times unless a road closure has also been applied for and approved by Hamilton City Council. If you wish to close a road for a work activity (such as an event) then you will need to submit your Traffic Management plan at least 42 days before the event, as a closure legally requires public advertising, notification letters and signage.

Traffic Management Plans for use in Hamilton city are developed using New Zealand Transport Agency's national Code of Practice for Temporary Traffic Management.

CATEGORY SPONSORS – VALUE $$

Category Sponsors

- Corporate group sponsor
- Kids Ride
- E Bike
- Best dressed / Costume
- Pit Stops - Port a loos / Drink Stations
- ?

Hamilton City Council
Te kaunihera o Kirikiriroa

Attachment 2

Item 10

SPONSORS & PARTNERSHIPS
Activity or task swapped for advertising surrounding the event

List of activities we need to run this event peering them with sponsors

Activity / Task	Potential Partner
Road Management	Fulton Hogan
Bike Checks	Bobs Bikes
Water bottle give away	?
Event Shirts	?
Web Site / App	?
Marketing / Social Media	?
First Aid	St Johns
Signage	
Marshalls	Local bike club – for a donation ?
	Sports Waikato / Cycling NZ / HCC / WCC
Transport	Mainfrieght / Relief Transport

ASSOCIATED PARTNERS
Activity or task swapped for advertising surrounding the event

List of activities we need to run this event peering them with sponsors

	Potential Partner
Fonterra	Right at there back door
Horse riding place	
Ski Nauquic	By River
Local Cafes	Down by the river
HCC	Bike Safety
Affco	??
	St Johns
Signage	

Attachment 2

Item 10

Ts & Cs

Rules to Ride the Big Easy in style:

This is a fun ride so all riders must have fun! Wear an approved cycle helmet to protect your lid. Keep both hands on your handle bars to avoid the wobbles and shakes. Stay left while on the Hawke's Bay Trails.Sound a bell or call out to alert pedestrians before you pass them. Be a tidy Kiwi and take your litter with you or place it in an available bin. Be considerate of other cyclists, pedestrians and vehicles at all times as all roads will be open to other traffic. Please do not ride more than two abreast (no one likes a road hog!). Don't cross the white line and be sure to obey the traffic laws at all time. There are Big Easy Marshalls located along the trail-look for them in the bright blue t-shirts.

Terms & Conditions

By completing an 'online' or 'on the day' registration you acknowledge, waiver and release from liability the sponsors, organisers and all other persons involved in the conduct of the event from all liability for injury or claims of whatever nature and however caused (including by negligence relating to my/our participation in this event. I/we also release and discharge all above persons from all actions, claims, demands, losses, damages, and penalties however arising (including negligence). I/we participate in this event entirely at my/our own risk. I/we can safely complete this event. I/we will abide by the organisers rules and decisions as final. Any information supplied or images taken may be used by the organisers for reasonable promotional purposes. In terms of the Privacy Act 1993. I/we agree that the organisers may collect information for event administration purposes.

1. I understand that competing in the event involves cycling on public roads and cycle trails used by other people and traffic and I am aware of the hazards involved. The hazards include but are not limited to: vehicle traffic, actions of competitors, spectators, event personnel, weather conditions and my physical and mental state of health. In my judgement I have sufficient competence and experience to participate safely.

2. I agree to abide by the rules of this event and waiver liability against the race organisers and sponsors, and agree to compete at my own risk.

3. I agree to the use of any photos or video footage being used for the promotion of this event.

4. I agree to receive information from the organisers of this event via mail or e-mail.

5. I agree that I have the permission and the right to sign this waver on behalf of any additional riders I register.

Disclaimer:

Passenger transportation will be via bus and bikes will be loaded into trucks. This option is to be taken at your own risk.

The event organisers take no responsibility for any damage to or loss of bikes should you use this option

- https://cyclechallenge.com/assets/Uploads/LTCC-entrant-terms-and-conditions-2020.pdf

Schools Liaison

- Team Leader

All schools in Hamilton district

- Patricia Radich



Attachment 2

Item 10



Our Vision

Wheels Along the Waikato

Our long-term vision is to create an annual Riverside fun ride

we want to promote cycling, improve awareness of cyclists on and off the road

Highlight the eco-friendly aspect of cycling over driving and showcase the health benefits associated to the sport.

Whilst raising money through Rotary back into our community

We celebrate cycling with an fun unforgettable ride.

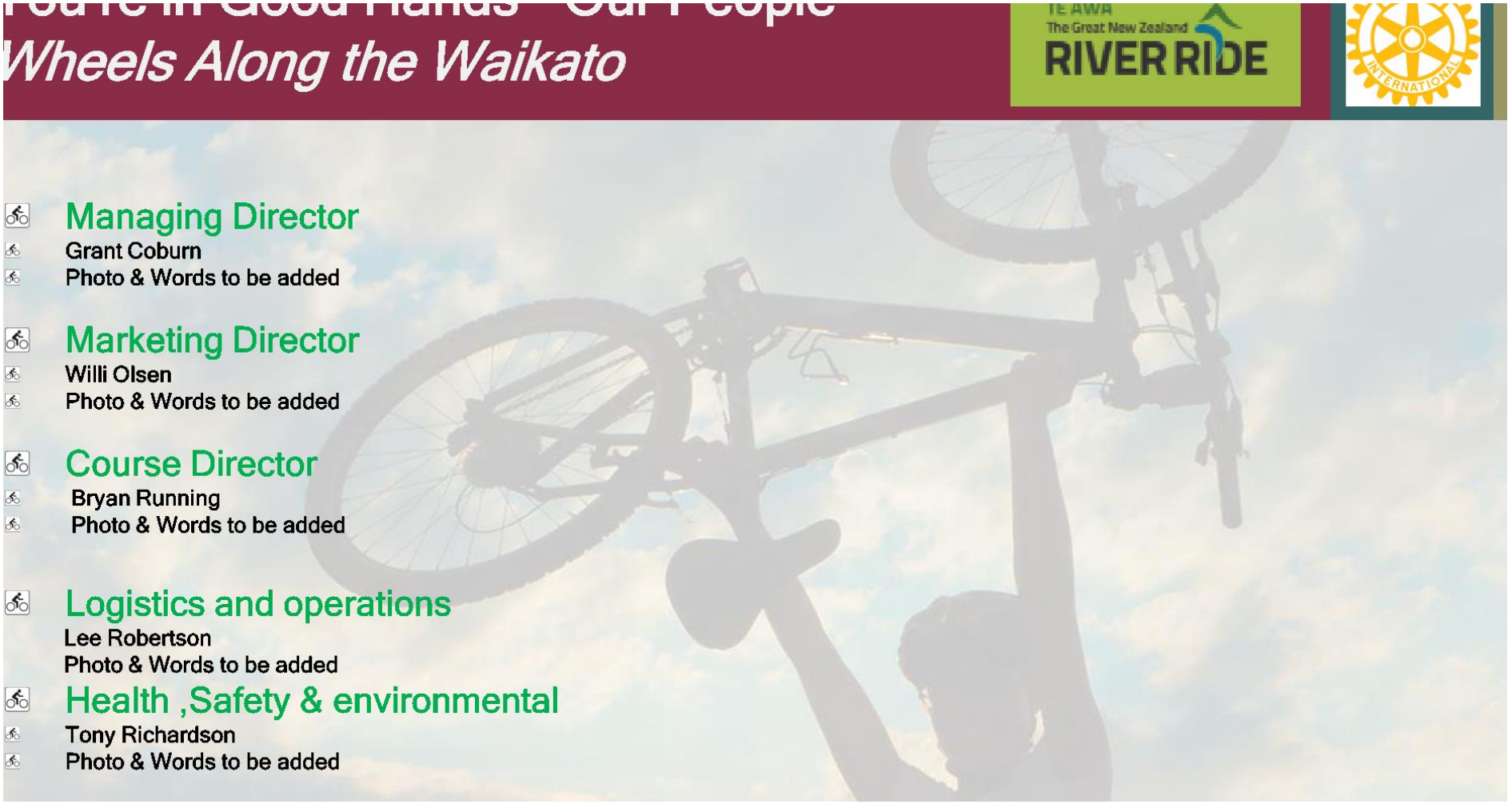
We educate by showing people the benefits of cycling

We Connect people with a full festival program of events

Attachment 2

Item 10




You're in Good Hands - Our People
Wheels Along the Waikato
TE AWA
The Great New Zealand
RIVER RIDE
INTERNATIONAL
Managing Director
Grant Coburn
Photo & Words to be added
Marketing Director
Willi Olsen
Photo & Words to be added
Course Director
Bryan Running
Photo & Words to be added
Logistics and operations
Lee Robertson
Photo & Words to be added
Health ,Safety & environmental
Tony Richardson
Photo & Words to be added

Attachment 2

Item 10

Agreed Marketing Support

Dani Simpson - Dynamic Media

Katrina Winn - Hynds Marketing

Crystal van Heyden - GEA Marketing

Jazz Kiihfuss - Giggle TV

Tania Simpson - Gourmet in the Gardens

Marketing potential partners

Attachment 2

Item 10

Advisor

sportwaikato
out there and active



ANDREW CORKILL

General Manager People and Communities

I have been employed by Sport Waikato from early 2017 following a career in local government &nda...

Phone *Email*

Advisor

Hamilton City Council
Te kaunihera o Kirikiriroa



Sean Christian, from Hamilton City Counc
Advisor to Wheels Along The Waikato.

Attachment 2

Item 10

Advisor





Sarah Ulmer

Trustee



Sarah Ulmer was the first New Zealander to win an Olympic cycling gold. She won a gold medal and set world records at the 2004 Summer Olympics at Athens. Sarah won the Halberg Award after Athens and was twice awarded the Lonsdale Cup.

Extra ideas

- Drone Coverage
- Live Streaming
- Electronic passport
- Orienteering / Geo cache
- Interactive app marking sponsors and hazards



- River use
  - Jet Ski Display
  - Wake Board Display
  - Waka / Dragon Boats
  - Rowing club

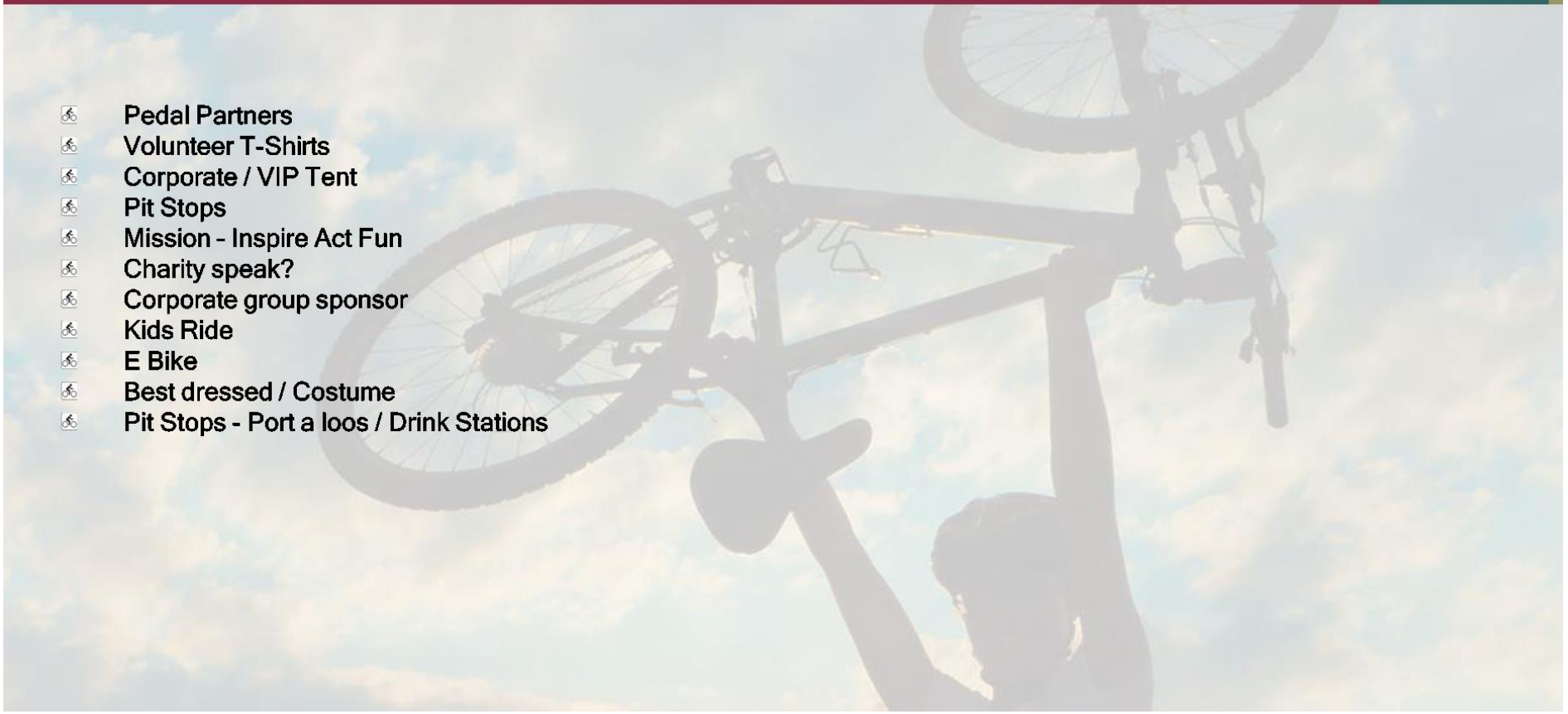




Attachment 2

Item 10

NOTES - THOUGHTS



- Pedal Partners
- Volunteer T-Shirts
- Corporate / VIP Tent
- Pit Stops
- Mission - Inspire Act Fun
- Charity speak?
- Corporate group sponsor
- Kids Ride
- E Bike
- Best dressed / Costume
- Pit Stops - Port a loos / Drink Stations


WHEELS ALONG THE WAIKATO
Sponsorship
14th March 2020
TE AWA
The Great New Zealand
RIVER RIDE
ROTARY
INTERNATIONAL

Attachment 2

Item 10

Proposed Sponsorship TBC

2 List corporates to pitch
3 list businesses to pitch



Event Ambassador - TBC





Sarah Ulmer

Trustee



Sarah Ulmer was the first New Zealander to win an Olympic cycling gold. She won a gold medal and set world records at the 2004 Summer Olympics at Athens. Sarah won the Halberg Award after Athens and was twice awarded the Lonsdale Cup.

Attachment 2

Item 10

Sponsorship Levels - (*Draft*)

Sponsor Levels		Sponsors Logo Will appear on			Benefits	
Sponsor Levels	Donation Level	Event T- Shirt	Event Website	Event Posters	Media	You will Receive free rider Registrations
tinum/Naming rights	*$ 25,000.00*	☑	☑	☑	☑	*10*
d	*$ 10,000.00*	☑	☑	☑	☑	*5*
er	*$ 7,500.00*	☑	☑	☑	☑	*3*
nze	*$ 5,000.00*	☑	☑	☑	☑	*2*
tners		☑	☑	☑		*0*

IN-KIND SPONSORSHIP (EVENT PARTNERS)



Wheels along the Waikato
In-kind Sponsorship (Event Partners)
Commitment Form
March 14th 2020

Company Name: _____

Company will provide the Following

_____

_____

_____

Fair Market Value $_____

	Delivery Available (Location TBD)
	Unfortunately, we cannot deliver. Pick up Date :

Pick Up Location _____

Please provide any required details for pick up/delivery (i.e. dates, times, required transportation)

_____

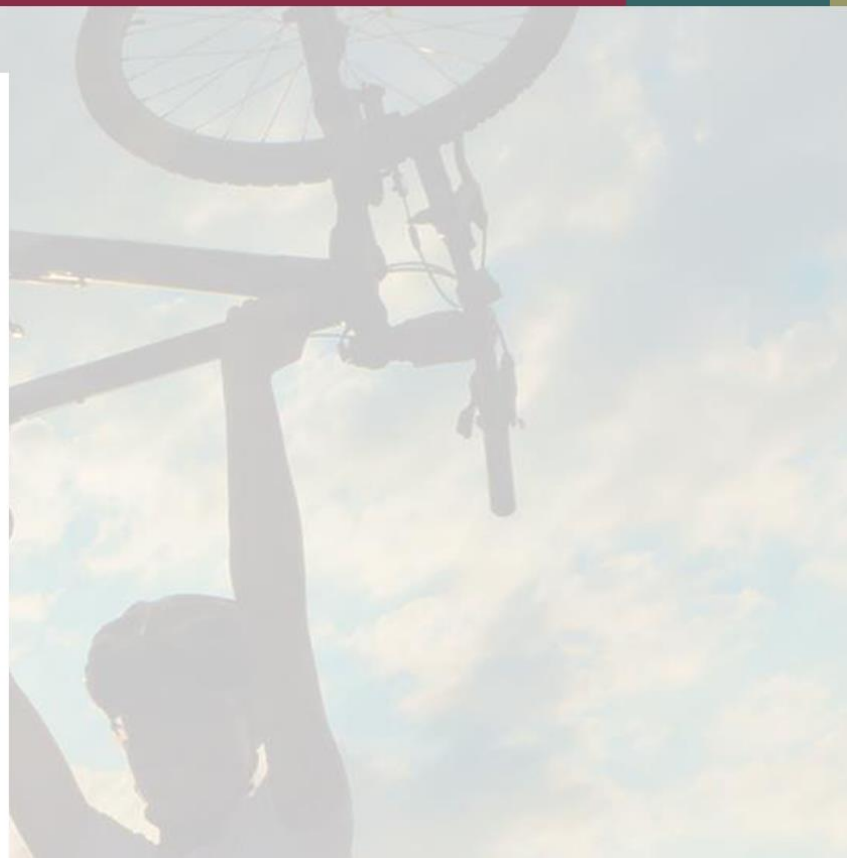
Name: _____
Signature: _____

Contact Person_____ Title _____
Address: _____
City: _____ Postcode: _____

Phone: _____ Cell: _____

Email: _____Date:_____

Rotary Rototuna
Po Box 12705 Chartwell
Hamilton



Item 10

Attachment 2

Attachment 2

Item 10

ncome	
hop revenue (Apparel, Catering)	$0.00
dults entry fee's	$24,500.00
hildren entry fee's	$13,500.00
oncert only	$5,000.00
ponsorship revenue	$43,000.00
amily	$20,000.00
otal	**$106,000.00**

GROSS PROFIT	**$59,300.00**
Less Operating Expenses	
Event Staff	$0.00
Total Operating Expenses	**$0.00**
NET PROFIT	**$59,300.00**

ess Cost Of Sales	Real Cost value	We Pay sponsored amount	Who	Comments	
taff Accomodation & travel	$0.00			Rotary foundation support (matching funds)	
id station supplies	$0.00				
pparel Adults*	$0.00		BR	I have a contact	
pparel Children*	$7,200.00				
asual event labour	$5,000.00				
atering / hospitality	$0.00		GC	5th junefood truck organiser @ HCC Tania Simpson contacted	
ommission on entries	$0.00				
ourse fees & permits	$2,000.00	???	BR	I hope to get this for free	
ourse marshalls	$3,000.00			Bike clubs may work for a donation as marshalls	
ourse materials & signage	$5,000.00				
ntertainment / MC cost	$3,750.00		GC	TVNZ Celebrity PR (Free?)	KM Adams $750 covers 3000
quipment rental general	$0.00				
irst aid	$2,500.00		BR	Bryan to investigate another supplier	st johns emailed
ısurance	$0.00		WO		
larketing - Billboards & banners	$5,000.00		BR	Banners , 4 Media	
larketing - Design (tiles, graphics etc)	$0.00				
larketing - Event website	$1,000.00		BR	Hynds	
larketing - Magazine / newspaper / radio ads	$0.00		WO	Eves mentioned NZME	use social media
larketing - Online website advertising	$1,000.00		BR	Hynds	
larketing - Other (10% cont)	$0.00				
larketing - Photography / video	$500.00		GC	5th june Amatuer photograher spoke to associate today who thinks Cannon might be interested	
larketing - Print production	$0.00				
larketing - Social media & text	$0.00		WO	Dani Simpson suggested using students from Wintec?	
lisc race expenses	$2,500.00				
icense fees and permits	$0.00				
rophies & Medals	$0.00				
ace number production*	$1,750.00				
ecurity	$2,000.00			temporay fencing etc	
iming	$0.00				
raffic management	$3,000.00			waiting for quote	
ransport	$0.00		BR	5th june NZStraigt Bian has arranged no cost	
enue hire	$0.00		GC	contact council re stage	
ortaloos - Waste Management*	$1,500.00				
/heelie Bins - Waste Management*	$3,750.00				
otal Cost Of Sales	**$46,700.00**				

NESIAN FESTIVAL 2020 - BUDGET WORKSHEET

Stallholders fees	Unit	Price	Sub Total	Total Amount
Food stalls 3x3	24	$ 70.00	$ 1,680.00	$ 1,680.00
Food stalls 3x6	11	$ 100.00	$ 1,100.00	$ 1,100.00
Food stalls- Comm 3x6	2	$ 150.00	$ 300.00	$ 300.00
Food stall - Comm (Caravan)	2	$ 250.00	$ 500.00	$ 500.00
Sub-total Food Stall				**$ 3,580.00**
Craft stalls	8	$ 50.00	$ 400.00	$ 400.00
Sub-total Craft stalls				**$ 400.00**
Promotional stalls (comm/charitabale)	1	$ 50.00	$ 50.00	$ 50.00
Promotional stalls	8	$ 150.00	$ 1,200.00	$ 1,200.00
Promotional Stalls	2	$ 250.00	$ 500.00	$ 500.00
Sub-total Promotional Stalls				**$ 1,750.00**
Funder/Sponsor				
Hamilton City Council			$ 15,000.00	$ 15,000.00
Trust Waikato			$ 10,000.00	$ 10,000.00
Wel Energy			$5,000	$5,000
Subtotal Funder				**$ 25,000.00**
Total Estimated Revenue				$ 30,730.00

Expenses

VENUE & FACILITIES				**$ 4,403.70**
Park hire	1	$ 34.00	$ 34.00	
Park Hire Bond	1	$ 100.00	$ 100.00	
Migrant Resource Centre Hire	1	$ 200.00	$ 200.00	
Migrant Res. Centre Bond (refundable)	1	$ 100.00	$ 100.00	
Portaloos	6	$80.00	$ 480.00	
Portaloos service & delivery	1	$127.20	$ 127.20	
Rubbish Bin Hire	15	$57.50	$ 862.50	
Silver Service	1	$2,500.00	$ 2,500.00	
Sunscreen Hire	-	$0.00	$ -	
STAGE				
Stage AND SOUND HIRE	1	$6,000	$ 6,000.00	**$ 6,000.00**
Sound hire	-	$ -	$ -	
Stage Decorations				**$ 1,000.00**
Pot plants hire	-	$0.00	$ 1,000.00	
Pot plant delivery+GST	-	$0.00	$ -	
Fabric , skirts, pins, cellotape etc	-	$0.00	$ -	
ADVERTISMENT/COMMS				**$ 5,000.00**
Posters	-	1000	$ 1,000.00	
Flyers	-			
Banner	-	2000	$ 2,000.00	
T-shirts	100		$ 2,000.00	
Social Media FB	-		$ -	
KIDS CORNER				**$ 2,700.00**
Bouncy Castle	2	$ 2,000.00	$ 2,000.00	

Attachment 2

Item 10

2019/20 Event Sponsorship Scorecard

Application Summary			
Event Name and Date	Waikato 100 – 2 November 2019	**Applicant/Organisation**	Waikato Rowing Club Inc
Event Venue	Waikato River, Hamilton	**Event Type**	Sports
Event Overview	The event is a 100km human powered race on the Waikato River. It is an open invitation event for rowing crews, waka ama, kayakers and stand up paddle boarders (SUBs). It starts at Waikato Rowing Club, Hamilton and finishes 100km downstream at Elbow Corner, taking about 6-8 hours to complete.		
Target Market	River users - categories include elite, masters, schools, universities, club and mixed crews.		
Event Objectives	The goal for the Waikato 100 is to grow the event into a pinnacle event for the Hamilton event calendar. 1. To promote the cleanup of the Waikato river and all waterways in NZ 2. To encourage the growth and participation in water-based activities on our local taonga 3. To promote the supporters of the event in every way possible to ensure it's a win-win for all who participate in the Waikato 100.		
Attendance	Participants, Spectators and trade 90 – from Hamilton 560 – from outside Hamilton 40 - Overseas	**Anticipated Bed Nights**	20 in hotels for 1 night and 50 home-hosted for 1 night
External Funding	Cash sponsorship from corporate partners confirmed, plus Waikato River Authority. Other council support pending decision include WRC and WDC.		
Previous Council Support	In 2018 the event received $5k of funding from the event sponsorship fund and fulfilled all agreement obligations.		
Past Event Performance	The event has been running since 2016 and continues to build, year on year.		
Sponsorship Benefits to Council	• Council branding on event vessels via event race numbers • Elected Member invitation at pre and post-race functions • Signage at hosting functions, start and finish areas • Council support acknowledged through venue signage, news and press/media releases, verbal presentations and public announcements, logo placement on all documents and advertisements and social media posts relating to the event		
Sponsorship Requested	$7,500		

Management assessment against criteria	Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	3
Generation of overnight visitation to city	4
Generation of incremental income to city businesses	3
Number of anticipated participants	3
Utilisation of city assets	3
Total	**20 / 30**
Management Recommendation	

APPROVE $5,000

Recommended – as a smaller event with potential for growth. The event is one of few that utilise the Waikato River and the applicants have also sourced support from other sponsors such as corporate level and Waikato Regional Council, Waikato District Council Waikato River Authority.

Attachment 2

Item 10

WAIKATO 100

Hamilton City Council Major Sponsorship Submission

May 2019

For more informational please contact Josh Lyon:
022 673 8780
info@waikato100.kiwi

2019 WAIKATO 100 BUSINESS PLAN

INTRODUCTION

The Waikato 100 is a human powered endurance water sports race that is staged on the Waikato River. The event is open to rowing, waka ama, kayak, SUP (stand-up paddleboard) surfboat vessels. The race starts in Hamilton and finishes 100km downstream at the Elbow Landing Ski Club.

The event has multiple distance options available; 25km (starting at Mercer), 50km (starting at Rangiriri) and a team relay option (crews changing out at Ngaruawahia, Rangiriri and Mercer).

The Waikato 100 has been running since 2016 and is growing to be an iconic Hamilton event. The 2018 event had 140 athletes competing in 36 unique vessels. The 2019 event is set to build on that participation.

GOALS & OBJECTIVES

The goal for the Waikato 100 is to grow the event into a pinnacle event for the Hamilton event calendar.

Years 1-3 Specific focus on establishing operational procedures and protocols to ensure athlete experience is continually improving.

Years 3-5 Growth targeted for athlete attendance. Trends for previous 3 years will allow a targeted vessel class promotion. Investigate avenues to increase commitment to promoting event objectives.

Years 5-10 Continue to grow athlete attendance and establish the W100 as one of Hamilton's premiere sporting events.

The objectives of the event are as follows:

- To promote the clean-up of the Waikato River and all waterways in NZ and to highlight preventative measures that minimise pollution of our waterways.
- To encourage the growth and participation in water-based activities on our local taonga.
- To promote the supports of the event in every way possible to ensure it's a win-win for all who participate in the Waikato 100.

ORGANISTATIONAL STRUCTURE

The Waikato 100 event was founded on the ideas of committee members from the Waikato Rowing Club. The club has contracted out the fundraising and operating of the event to an event management team.

Major decisions for the event are made after discussion with the event management team and the Waikato Rowing Club committee.

The event management team consists of a race director and event assistant. The team expands on race day, with a number of volunteers assisting the day's activities.

For more informational please contact Josh Lyon:
022 673 8780
info@waikato100.kiwi

STRATEGY

OPERATIONAL

2019 begins the event's third official year of operation. A number of key operational facets of the event have been addressed and refined from the previous years. This includes:

- Developing suitable transition locations on the river that are safe, practical to use and future proofed for a growth in athlete numbers.
    - Development and installation of a second Rangiriri boat ramp
- Investigating different start and finish lines that; ensure athlete safety, provide alternate course options for inclement weather, allow for maximum viewing for spectators along the river, limit the logistical effort required by athletes.
- Developing a reliable live tracking solution for vessels to ensure athlete safety, timely on-the-day decision making, allowing maximum interaction with spectators and support crews, provide a platform for sponsors to leverage their brand awareness.
- Implementing a staggered wave start for different vessel types in an effort to keep the fleet together to; ensure safety of athletes, limit the amount of support vessels needed, provide a 'racing feel' to athletes and spectators viewing online and at physical viewing locations.

The event operational procedures have been well tested and provides benchmark for the future of the event. Feedback from sponsors, athletes and spectators are taken into account to tweak and develop event management procedures.

GROWTH & OUTREACH

The Waikato 100 continues to build the audience and athlete base toward the Year 5 goals. Primarily, the W100 has relied on social media networks to market and distribute information about the event. The 2019 event marks the beginning of an increase in marketing spend to increase event awareness and outreach. A three-staged marketing approach (a before, during and after campaign) will be implemented for 2019.

A detailed schedule is attached to the application.

CURRENT PROJECT PLAN

MILESTONES AND TIMELINE

The 2019 Waikato 100 is committed to delivering on the milestones below. The key actions and dates are as follows:

Stage 1 marketing promotion begins **1st June 2019**

- W100 awareness campaign – to increase base audience for event and display key dates; entry open, race day
- Print, radio and social media platforms
- Runs up to 1st August 2019

Major event sponsorship confirmed **20th July 2019**

- The majority of sponsorship to be confirmed
- Outstanding applications to be followed up and a likelihood of success established

Event feasibility confirmed **31st July 2019**

For more informational please contact Josh Lyon:
022 673 8780
info@waikato100.kiwi

- Meeting with event management and Waikato Rowing Club committee to discuss the feasibility of running the 2019 event
- To confirm current sponsorship levels are sufficient in covering event operating costs

Event entry registration opens **1st August 2019**

- Online registration link becomes active

Stage 2 marketing promotion begins **1st August 2019**

- W100 Entry campaign – a call to action for athletes to share with others and enter the event
- Print, radio and social media platforms
- Exponentially increase campaign as entries close approaches
- Run up to 18th October 2019

Event entry registration closes **18th October 2019**

- Online registration link becomes inactive
- Total athlete numbers confirmed for decision making; tracking units, catering, bib numbers etc.

Sponsor/Event dinner **22nd October 2019**

- Sponsor thank you, networking event
- Invitation to supporters, volunteers and key stakeholders
- Keynote speaker
- To begin at 7pm

Event registration and safety briefing evening **1st November 2019**

- Athlete registration and safety on race day briefing; race day schedule, emergency protocols, safety systems, weather, misc. race info
- Short karakia and discussion on significance of taonga and what measures can be taken to protect it
- BBQ for sponsors and athletes
- Race briefing to begin at 7:30pm

Event day **2nd November 2019**

- Race to start at 6:30am for slowest vessels completing 100km; vessels released in waves thereafter
- 50km event start 10:30am
- 25km event start 12:30pm
- Majority of athletes to be off the water 4pm
- Prize giving 5pm

Stage 3 marketing promotion begins **2nd November 2019**

- W100 report campaign – advertise summary of race day/entire event, sponsor thank you
- Athlete feedback survey sent out 9th November 2019
- Print, radio, TV, social media platforms
- To run until 30th November 2019

Sponsor reports delivered **1st December 2019**

- 2019 W100 race report delivered to sponsors and key stakeholders
- Individual sponsor debrief to be conducted by event management; feedback for 2020 event sought

2020 Event date confirmed **1st February 2020**

For more informational please contact Josh Lyon:
022 673 8780
info@waikato100.kiwi

Attachment 2

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BUDGET

The Waikato 100 has operated on a positive net profit since inception in 2016. The event management team are committed to continuing a budget surplus for 2019. A feasibility discussion with the Waikato Rowing Club is inbuilt into the event schedule to limit the chance of the event running at a deficit.

A current and detailed budget is available for the 2019 event.

For more informational please contact Josh Lyon:
022 673 8780
info@waikato100.kiwi

2019 WAIKATO 100 MARKETING PLAN

The Waikato 100 continues to build the audience and athlete base toward the Year 5 goals. Primarily, the W100 has relied on social media networks to market and distribute information about the event. The 2019 event marks the beginning of an increase in marketing spend to increase event awareness and outreach. A three-staged marketing approach (a before, during and after campaign) will be implement for 2019.

TARGET MARKETS

The Waikato 100 will target two main audiences; athletes (new athletes and returning athletes -18-60y age category) and the general public (local, regional and wider community).

Both audiences play a key role in the growth of the Waikato 100 and the meeting of the event's objectives.

MARKETING OBJECTIVES

The marketing objectives for the 2019 Waikato 100 are as follows:

1. Build on the event's returning athlete base – target returning athletes to challenge them and their networks to partake in the event.
2. Generate a wider awareness of the event to non-competing persons.
    - Encourage public to be part of the event, by spectating and supporting W100 objectives
3. Generate discussion with sponsors, public and key stakeholders about healthy waterways.
    - Promote awareness of key issues affecting the Waikato River and wider catchments
    - The importance of the river to specific groups; iwi, councils, general public etc.
    - Highlight remediation efforts and initiatives addressing key issues
4. Highlight and promote locations in which the event takes place (Cambridge, Hamilton, Ngaruawahia, Rangiriri, Mercer).

MARKETING STRATEGY

The marketing strategy for the 2019 event can be broken down into a three-staged marketing approach; Stage 1 (pre), Stage 2 (during) and Stage 3 (post campaign). Each stage will have a different focus toward one or more of the marketing objectives.

STAGE 1 – W100 AWARENESS CAMPAIGN

Primary focus: to increase base audience for event and display key dates; entry open/close, race day etc.

Athlete audience – remind returning athletes and encourage new athletes to attend and mark in calendars.

Public audience – Let communities know where, when the event is occurring.

Secondary focus: to highlight what the event is about, why it is running and who the key stakeholders are.

For more informational please contact Josh Lyon:
022 673 8780
info@waikato100.kiwi

Athlete audience – continue to foster the connection between athletes and healthy rivers

Public audience – promote the W100 and sponsor commitment to the event objectives

Marketing medium: Print, radio and social media platforms

Marketing timeline: 1st June to 1st August 2019

STAGE 2 – W100 ENTRY CAMPAIGN

Primary focus: generate early entry from returning athletes and build on 2018 entry numbers

Athlete audience: a call to action for athletes to enter and challenge others/friends to participate in the event

Public audience: promote participation in wider sporting groups and casual networks

Secondary focus: showcase our event sponsors to both audiences

Marketing medium: Print, radio and social media platforms.

Marketing timeline: 1st August to 18th October 2019. Frequency to increase closing to entries close date.

STAGE 3 – W100 REPORT CAMPAIGN

Primary focus: promote success of the event, race report and sponsors

Athlete audience: highlight the race day, images and media, winners and inspirational stories

Public audience: report on successful event day and sponsor thank you for their involvement.

Secondary focus: invitation for athletes and key stakeholders to be involved in 2020 event

Athlete audience: invite the athletes to provide feedback and to return for the following year

Public audience: promote the opportunity for community involvement and sponsor participation for 2020

Marketing medium: TV, print, radio and social media platforms.

Marketing timeline: 2nd November to 30th November 2019.

MARKETING ROLE

Marketing for the 2019 Waikato 100 will be carried out by the event management team, with direction and input from advertising partners.

Combined, the team have a number of years promoting and marketing events and have contacts at all major media outlets.

For more informational please contact Josh Lyon:
022 673 8780
info@waikato100.kiwi


WAIKATO 100
WAIKATO 100
A human powered endurance event on the Waikato River

Hamilton City Council
Te kaunihera o Kirikiriroa

Attachment 2

Item 10

An Introduction



An open invitation event for male, female and mixed rowing and waka ama crews, kayakers, surfboat and paddle boarders (SUP) to be staged on the Waikato River, **Saturday 2nd November 2019**.

- Starts at Waikato Rowing Club, Hamilton and finishes 100km downstream at Elbow Corner.
- An endurance effort estimated to take 6-10 hours to complete.
- Race is a time trial with shorter distance start options at: Rangiriri (50km) and Mercer (25km).
- Relay options for 100km and 50km options.
- Entrants will be let off one at a time or in seeded groups.
- Categories include elite, masters, schools, universities, club and mixed crews.
- App developed to follow race from anywhere.
- **Why?: To promote healthy waterways initiatives; to give back to community; support Waikato Rowing Club's desire to activate water based activities - esp rowing!**

WAIKATO 100

WAIKAT

2018 Waikato 100 Event Video



Hamilton City Council
Te kaunihera o Kirikiriroa

Attachment 2

Item 10

Promoting Healthy Rivers



"... address water quality – one of the biggest if not the biggest issue we are currently facing in arguably the country's most important and complex catchment."
Alan Livingston, Chair (WRC)

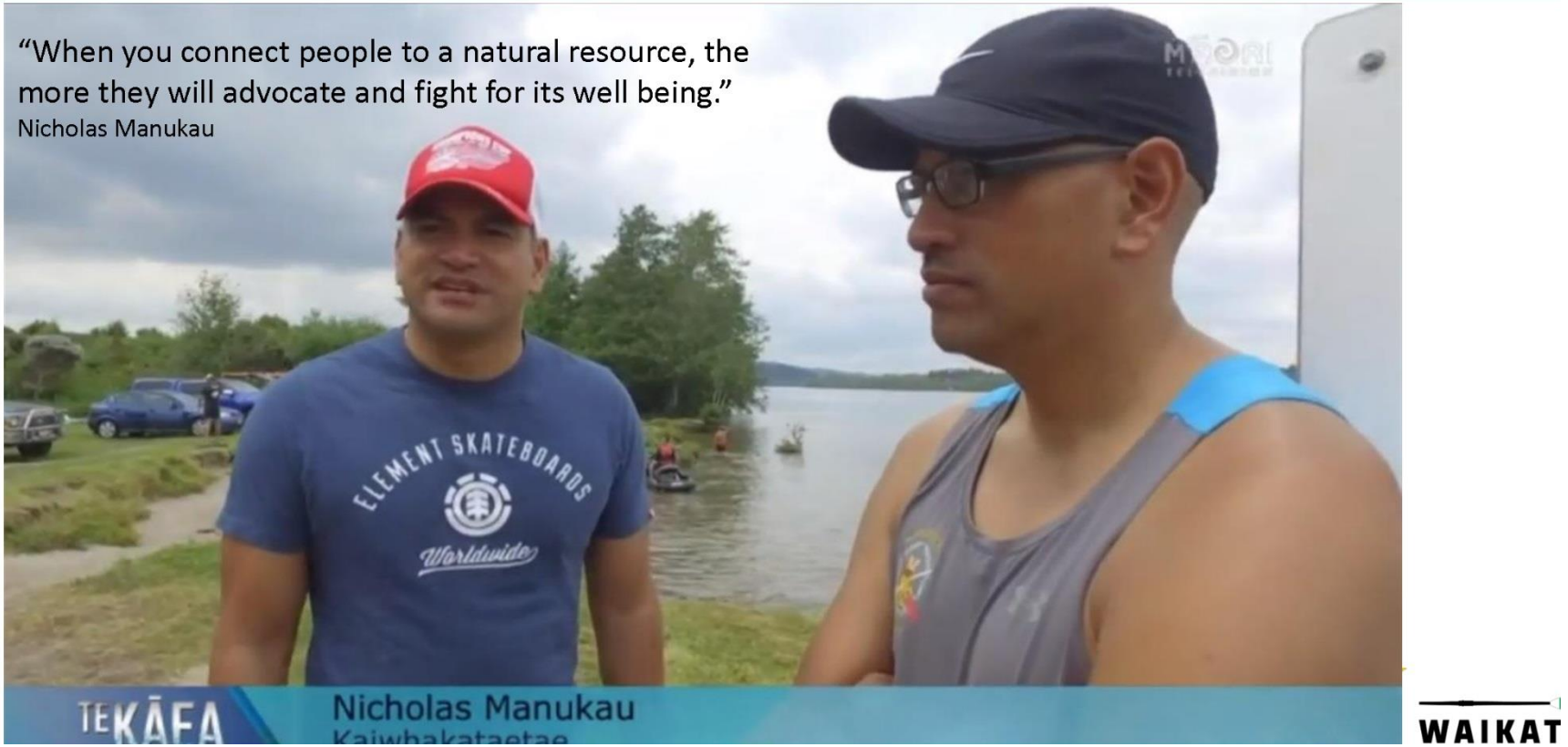
NZ's Water Quality: The Contemporary Issue of Our Nation

- The Waikato 100 is a brilliant way of highlighting efforts in water monitoring and the custodial role we need to play in addressing water quality for the Waikato region's water ways.

WAIKATO 100

WAIKAT

Promoting Healthy Rivers



Hamilton City Council
Te kaunihera o Kirikiriroa

Attachment 2

Item 10

Critical Consideration - Marketing



Entrants

- The 2018 event saw 140 athletes competing in 36 different water raft (36 athletes in 2016). Expected athletes 2019: 150-200?
- As awareness grows we expect clubs further afield, including off shore (eg Australia), will compete.
- Direct communications to sporting associations in NZ and off shore.
- The Event is sanctioned by waka ama, SUP and kayak associations on their event calendar
- Rowing NZ has committed to sending athletes to the event day.

The River

- Tell the story and highlight issues of the day.
- Environmental custodianship, Health, Tainui, cultural, history, stats, ecology, etc.
- Promote river restoration and protection of the most degraded section of the Waikato & Waipa rivers.

WAIKATO 100

WAIKAT

Critical Consideration - Marketing





Sponsors

- Support and promote key partners.
- Host, educate and entertain sponsors and their partner organisations.
- Help tell sponsor stories, purpose and objectives.

Promotion

- Utilise media partners, social media, direct (Iwi, council etc) to communicate news and opportunities to get involved.
- Social feed:
  - The event Facebook page garnered a reach of 21,550 over the last month before event.
  - The race conclusion post alone received a reach of 6,900, with 81 likes and 4 shares.

Health and Safety

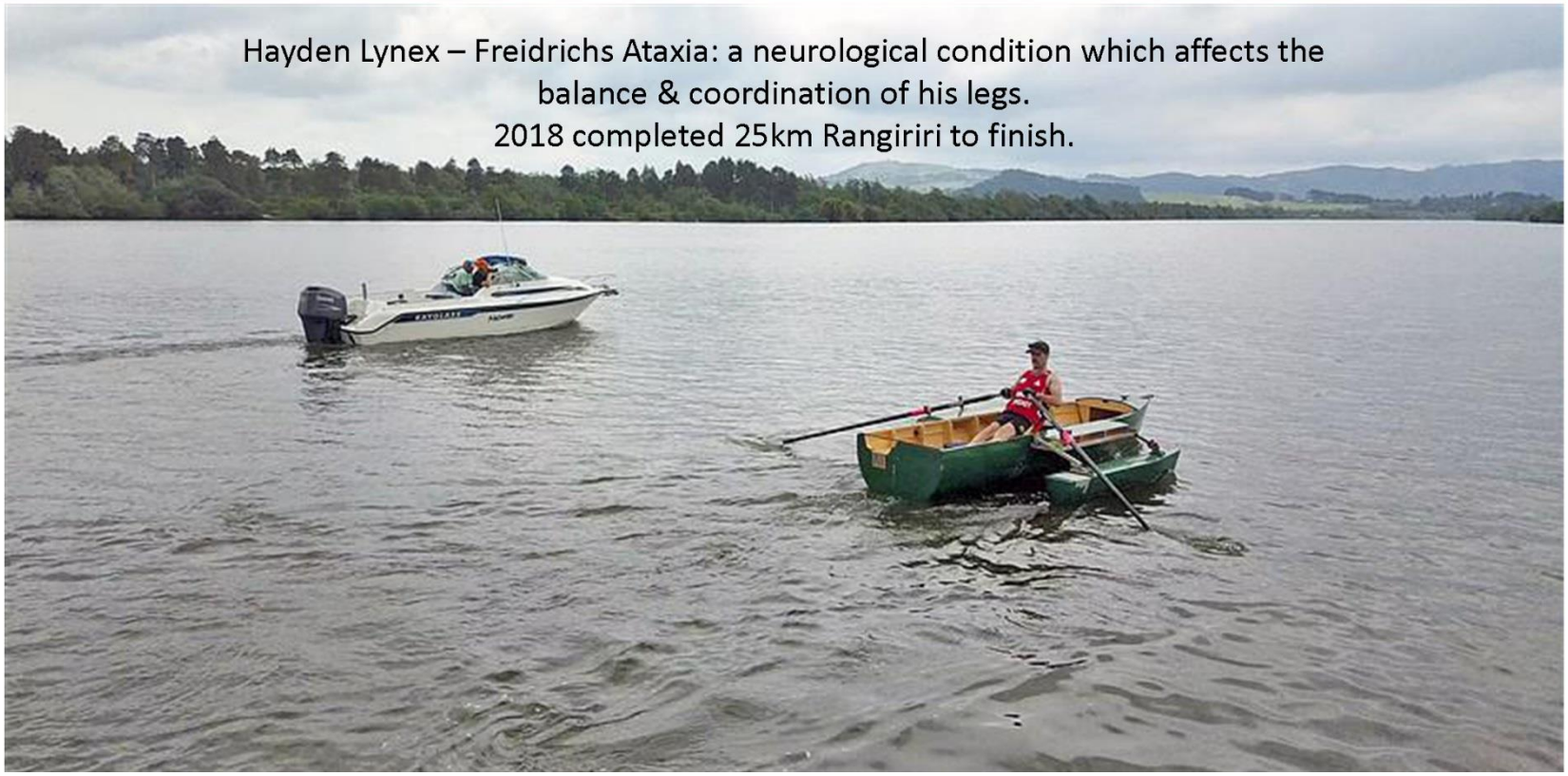
- Promote values of sport and keeping active to help in many areas of life including:
  - Mental health
  - Obesity
  - Connect with the outdoors

Attachment 2

Item 10



Waikato 100 2018 Story



Hamilton City Council
Te kaunihera o Kirikiriroa

Attachment 2

Item 10

Event Promotional Exposure





WAIKATO 100

Television
- TV3, TVNZ, Maori TV, Prime news items
- Crowd Goes Wild

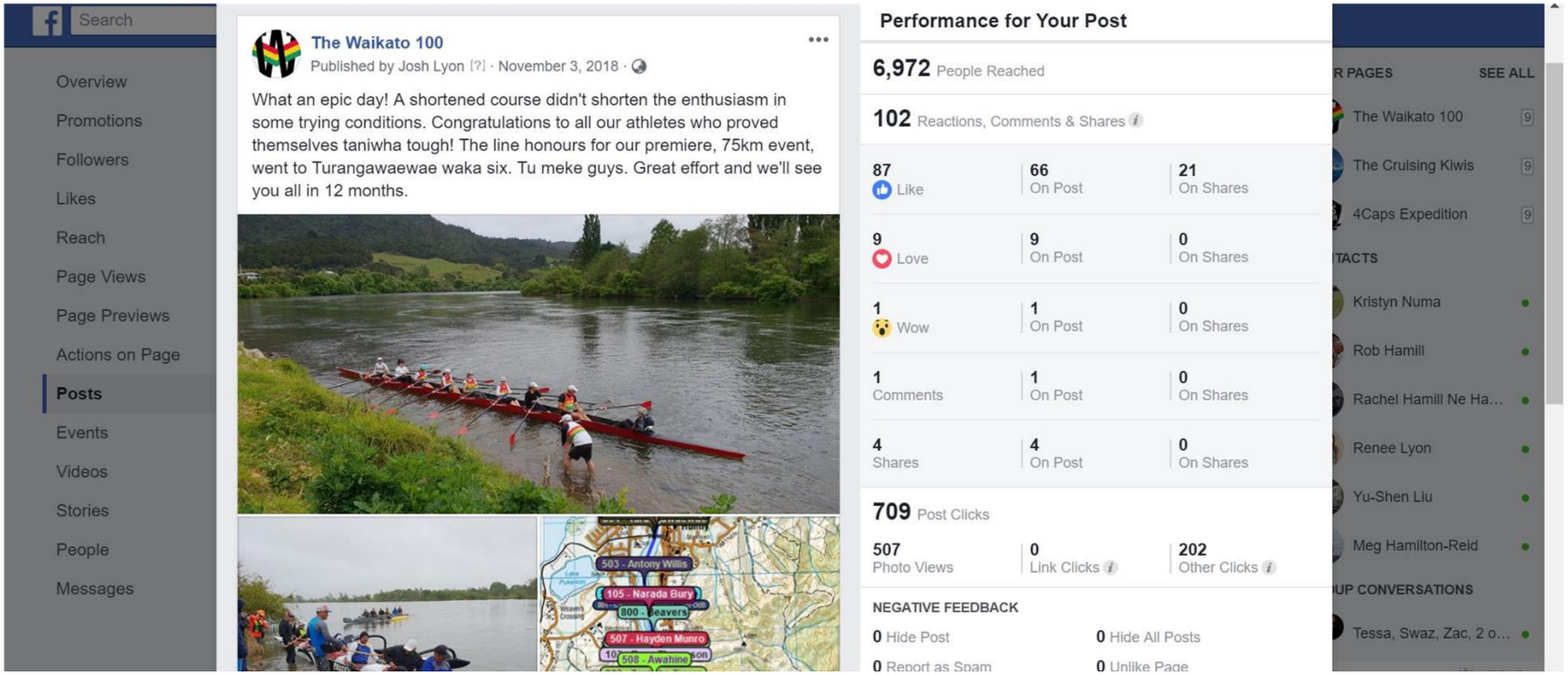
Press
- Fairfax (www.stuff.co.nz, WTimes, Dominion Post, The Press, Sth Times etc)
- APN – NZ Herald
- RowingNZ magazine etc

Radio
- Mediaworks
- Radio Network

Online
- www.waikato100.kiwi
- www.facebook.com/waikato100
- Stuff.co.nz
- Sponsor web site
- Sportz Hub, Eventfinda
- Other social media

WAIKAT

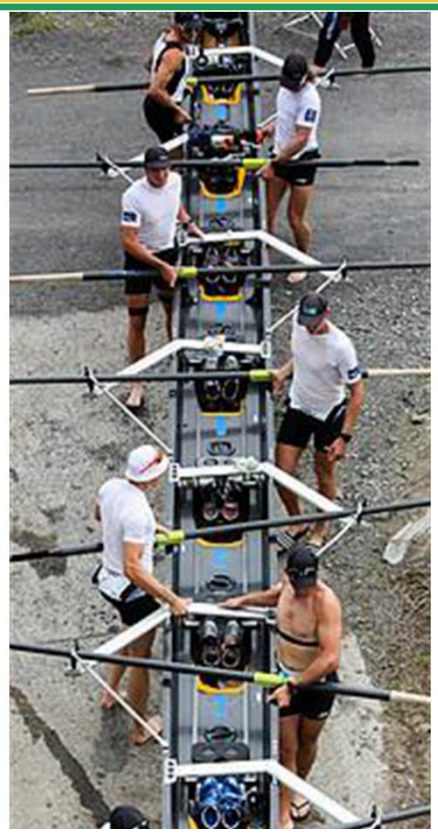
Social Media



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Attachment 2

Benefits for Hamilton City Council



- Brand on every vessel via event race numbers
- Brand on web site https://www.waikato100.kiwi/partners
- Opportunity to promote association with Healthy Rivers/Wai Ora – "Let's Talk About Water" initiative
- Promote in internal communications
- Promote in client communications
- Logo, link and Hamilton City Council 'story' via www.waikato100.kiwi
- Verbal acknowledgement at Event
- Access to photo and video footage
- Promote the values all water sports offer
- Promote an understanding of the river's importance (www.waikato100.kiwi/river): history, cultural, long term aims
- Promote river restoration and protection of the most degraded section-lower Waikato River
- Content for Hamilton City Council newsletter, Annual Report, promotions etc
- Signage at hosting functions, start and finish
- Tickets to pre and post race functions
  - Friday evening registration
  - Post race BBQ | Sponsors lunch | Event dinner

Hamilton City Council
Te kaunihera o Kirikiriroa

Hamilton City Council Support Request

WAIKATO 100 option

Support partner	**$ 7,000**

Contact Details



Josh Lyon – Event Organiser

Cell: 022 673 8780
Email: info@waikato100.kiwi

Waikato 100 Budget		Budget	2019 Actual	
CREW MARKETING & PROMOTIONS				**$ 2,500.00**
Branding	Boat race numbers / coxswain_kayak_SUB Bibs	$ 500.00		
T shirts - entrants & voluntees	x75	2000		
Waikato RC - BASE EVENT VENUE				**$ 260.00**
Permits & Consents	EW Bylaw Advertising	$ 150.00		
	EW Resource Consent	$ 110.00		
SKIFF PARK BASE VENUE RELATED				**$ -**
Security	Overnight skiffs etc	$ -		
Venue Signage	Parking, boat drop, day schedule, weigh in etc	$ -		
RIVER RACE & OFFICIAL RELATED				**$ 4,911**
Officials	Support Boats, petrol & mileage	$ 200.00		
	St johns boat rental	$ -		
Surf Lifesaving	Ben Burgess and Owen Neale	$ 1,000.00		
Race day assistants	5 people	$ -		
Race Timing	Webscorer Pro app purchase + timer fee	$ 750.00		
Toilets	XS services - double on trailer	$ 295.65		
Trailer hire	Logistics trailer hire - David	$ 80.00		
St John	Land Based 3 venues	$ 1,585.00		
Safety Related	KRI vessel hire (tail end Charlie)	$ 1,000.00		
AUDIO/VISUAL CAPTURE & TRACKING RELATED				**$ 6,350**
Tracking crews	Based on 40 vessels @ $99	$ 4,000.00		
Photography	Event Day Photography & travel	$ 650.00		
Video Capture	Event Day Video and drone capture	$ 900.00		
Post Production Vid	Alistair drone compilation	$ 500.00		
VHF radio	Cogent/Skycom x 20	$ 300.00		
Venue PA System	Reg evening/start/relaytrasitions/finish	$ -		
CATERING / SPONSORS / SOCIAL				**$ 4,200.00**
Venue Hire	Elbow club	$ 200.00		
	Mercer Rowing Club	$ 100.00		
Catering	Rego Friday + race day food	$ 500.00		
Catering	Taniwha adventures Hangi 160x10	$ 3,000.00		
	Corn starch cups	$ 100.00		
Marquee	Start and finish	$ -		
Entertainment	Band	$ -		
	Travel costs band	$ -		
Non Alcohol/Beverages	registration/post event/athletes	$ 200.00		
Alcohol/Beverages	Beer GG 14 boxes of squealers	$ 100.00		
RACE REGISTRATION RELATED				**$ 1,000.00**
Online Rego System	Eventplus / entry and processing fees	$ 750.00		
	Entry refunds			
Race bags / packs	Bee Dee Bags	$ 250.00		
MEDALS & TROPHY'S				**$ 4,000.00**
Medals & Trophies	hand made ceramic Winners medals	$ 3,000.00		
Spot prize	2x camelbak packs 1x inflateable SUP	$ 1,000.00		

Attachment 2

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Trophy Engraving		$ -		
MARKETING & COMMS				**$ 5,320.00**
Waka Ama NZ	Sanctioning fee	$ 150.00		
Event Website	Hosting & maintenance	$ 210.00		
	Website inbox fee	$ 60.00		
	Website, digital management, social media /y	$ 2,000.00		
Social Media advertsing	Facebook	$ 750.00		
	SportzHub	$ -		
Print advertising	Waikato Times advertising	$ -		
Radio advertising	Radio Sport	$ -		
Signage	Banners/pop ups	$ -		
Misc	Miscellaneous Supplies	$ 300.00		
	Stationary	$ 100.00		
Event travel	Private mileage	$ 1,500.00		
	Printing flyers/programme etc	$ 250.00		
SPONSOR RELATED				**$ 1,400.00**
Branding	skiff signage Signright	$ 400.00		
Sponsor hosting		$ -		
Sponsors thank you's	Plaques/pictures in frames	$ 1,000.00		
ADMINISTRATION				**$ 36,500.00**
Phone		$ 500.00		
Insurance	Waikato Rowing Club cover	$ -		
Food / entertainment	For meetings/post event etc	$ 500.00		
Deputy Assistant on race day		$ 500.00		
Event Management team fee	Event manager fees	$ 35,000.00		
				$ 1,000.00
Accident Contingency		$ 1,000.00		
TOTAL REGATTA EXPENSE				**$ 67,440.65**
SPONSORSHIP (cash)				**$ 83,500.00**
Schick Construction	confirmed	$ 10,000.00		
Waikato Regional Council	TBC	$ 15,000.00		
Waikato River Authority	confirmed	$ 30,000.00		
Hamilton City Council	TBC	$ 7,500.00		
C&R Development	confirmed	$ 5,000.00		
Waikato District Council	TBC	$ 3,000.00		
Hynds	TBC	$ 5,000.00		
BPCT	TBC	$ 8,000.00		
SPONSORSHIP (InKind)				
ADDITIONAL CASH INCOME				**$ 5,500.00**
T shirt sales	3x cash sales	$ 500.00		
Entry Fees average PP	$25 pp avg	$ 5,000.00		
				$ 89,000.00
OPERATIONAL PROFIT / LOSS				**$ 21,559.35**

2019/20 Event Sponsorship Scorecard

Application Summary			
Event Name and Date	Waikato International 26-29 March 2020	**Applicant/Organisation**	Waikato Badminton Association
Event Venue	Eastlink Badminton Stadium Hamilton East	**Event Type**	Sport
Event Overview	International Badminton competition – Waikato Badminton Association is the preferred event partner with Badminton NZ. In 2020, the event is scheduled within the Olympic qualification period and will attract some of the world's best athletes keen to gain ranking points in readiness for Tokyo 2020 Olympic Games.		
Target Market	Affiliated clubs, members, casuals, Asian and Indian community in Auckland and Hamilton, business networks, university of Waikato and schools in Hamilton		
Event Objectives	1. To bring high quality world class badminton to Hamilton 2. To bring badminton and non-badminton communities together 3. To provide an opportunity for badminton players around NZ and the world to visit Hamilton 4. To provide an opportunity for all players to gain valuable world ranking points.		
Attendance	Participants and Spectators 260 – from Hamilton 150 – from outside Hamilton 110 – from overseas	**Anticipated Bed Nights**	150 in hotels and motels for up to 6 nights = 900 bed nights, primarily in Hamilton
External Funding	Other commercial partnerships and sponsorships are TBC $9k.		
Previous Council Support	This event received $5k of funding from the event sponsorship fund in 2018 and fulfilled all agreement obligations.		
Past Event Performance	Sanctioned by Badminton Oceania and Badminton World Federation. Also supported by Badminton NZ. WBA has hosted a number of international events over the last 12 years – Waikato International (2006,2007,2008,2009,2015,2016,2017 and 2019) and the Oceania Championships in 2018.		
Sponsorship Benefits to Council	• Council signage (banners and coreflutes) displayed in highly visible areas at competition venue and on livestream - includes courtside placement and backdrop during prizegiving sessions. • Invitation for Council representatives to speak and attend key events – team Managers meeting and/or prizegiving on finals day • Council given complimentary hospitality privileges and tickets to the event, along with the opportunity to access free badminton clinics pre and post event • Council support acknowledged through venue signage, news and press/media releases, verbal presentations and public announcements, logo placement on all documents and advertisements and social media posts relating to the event		
Sponsorship Requested	$10,000		

Attachment 2

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Management assessment against criteria	Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	3
Generation of overnight visitation to city	4
Generation of incremental income to city businesses	3
Number of anticipated participants	3
Utilisation of city assets	3
Total	**20 / 30**
Management Recommendation	

APPROVE $5,000

Recommended – a growing national (and international) annual sporting event with good level of overnight visitation for city, associated incremental income to city businesses.

Waikato International



26-29 March 2020

Attachment 2

Item 10

The Event


YONEX


YONEX






YONEX
BADMINTON
ceania
www.oceaniabadminton.org



Attachment 2

Item 10

Event Outline



- The Waikato International 2020 is a Badminton World Federation and Badminton Oceania sanctioned event, delivered in partnership with Badminton New Zealand.
- The Waikato International 2020 is scheduled within the Olympic qualification period and will attract some of the world's best athletes keen to gain important world ranking points in readiness for the Tokyo 2020 Olympic Games.
- Waikato Badminton has a proud history of delivering international events (2006, 2007, 2008, 2015, 2016, 2017, 2018), with the assistance of local event personnel who have extensive experience and expertise delivering a variety of high quality events.

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Event Objectives



- To bring high quality world class badminton to Hamilton
- To bring badminton and non-badminton communities together
- To provide an opportunity for badminton players around NZ and the world to visit Hamilton
- To provide an opportunity for all players to gain valuable world ranking points

Attachment 2

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Event Goals



- To attract a minimum of 150 players from around the world
- To deliver a financially viable and responsible event
- To deliver a positive experience for participants, officials, volunteers and spectators
- To deliver an event the badminton and sporting community can be proud off

Attachment 2

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Event Strategy



- To continue strong partnerships with Badminton New Zealand, Badminton Oceania and Badminton World Federation in order to attract a strong field of participants from many different countries
- To partner with vibrant and energetic badminton communities to deliver a memorable event experience which will enthuse people to participate in badminton more often
- To continue building on existing partnerships with local Hamilton businesses such as transport / accommodation providers and sponsors

Attachment 2

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Event Strategy



- To build further on the Association's strong volunteer base, officials and event personnel
- To engage youth groups and provide relevant volunteer opportunities such as through the University of Waikato, Waikato Institute of Technology, and Volunteering Waikato
- To utilise successful social media platforms such as Instagram, Facebook, YouTube to promote the event and Hamilton

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Project Plan



MILESTONES & TIMEFRAMES - SECTION 1:

May 2019:

- Event approved by Badminton Oceania and sanctioned by the Badminton World Federation (completed ✓)

June – December 2019:

- Securing accommodation providers
- Confirming transport provider
- Finalising and issuing event prospectus
- Building volunteer database and recruit capable people into key roles
- Confirming local, national & international officials
- Completing pre-event venue check and scheduling any required maintenance
- Pre-event equipment check and ordering any required items
- Start first phase of international player recruitment campaign

Attachment 2

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Project Plan



MILESTONES & TIMEFRAMES - SECTION 2:

January – February 2020:

- Increase player recruitment campaign through established networks
- Finalise event posters and flyers for local, regional and national advertisement
- Set up and confirm (social) media marketing campaign / schedule
- Selling hospitality packages for finals day
- Finalise volunteer database, allocate duties, provide training
- Confirming accommodation requirements for officials
- Sourcing and confirming medals/trophies
- Confirming sponsorship material (A-Boards, banners, signage, flyers)
- Confirm medical event support
- Budget checks

Attachment 2

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Project Plan



MILESTONES & TIMEFRAMES - SECTION 3:

March 2020

- Finalise transport schedule, double check accommodation bookings
- Confirming practice courts and schedule for arriving teams/players
- Confirm entries with BWF and publish draws
- Volunteer database check
- Confirm catering requirements
- Prepare staff, player, coach, manager, official and volunteer accreditations
- Final venue checks

24-25 March 2020

- Venue preparation and final referee approval
- Confirm playing schedule for day 1
- Team managers meeting
- Final volunteer confirmation

Attachment 2

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Projected Budget - Income

Income:	Amount:	Notes:
Player Entry Fees	$15,000	$100 per player (150 players)
Spectators Entry Fees	$4,500	300 paying spectators @ $15 per ticket
Badminton North Harbour	$500	Transport to Hamilton - Turley Motors
Transport	$500	Pick Ups from Auckland Airport
Sponsored Accommodation	$2,220	2 x free rooms for 6 nights Novotel / Ibis
Catering Kitchen Hire	$100	Professional Caterer
Merchandise	$500	Shirt Sales
Hospitality	$1,500	Special ticketing packages
Other Sponsorship	$9,000	Commercial Partnerships/Sponsorships (TBC)
Major Event Fund	$10,000	Hamilton City Council (TBC)
Total:	**$43,820**	

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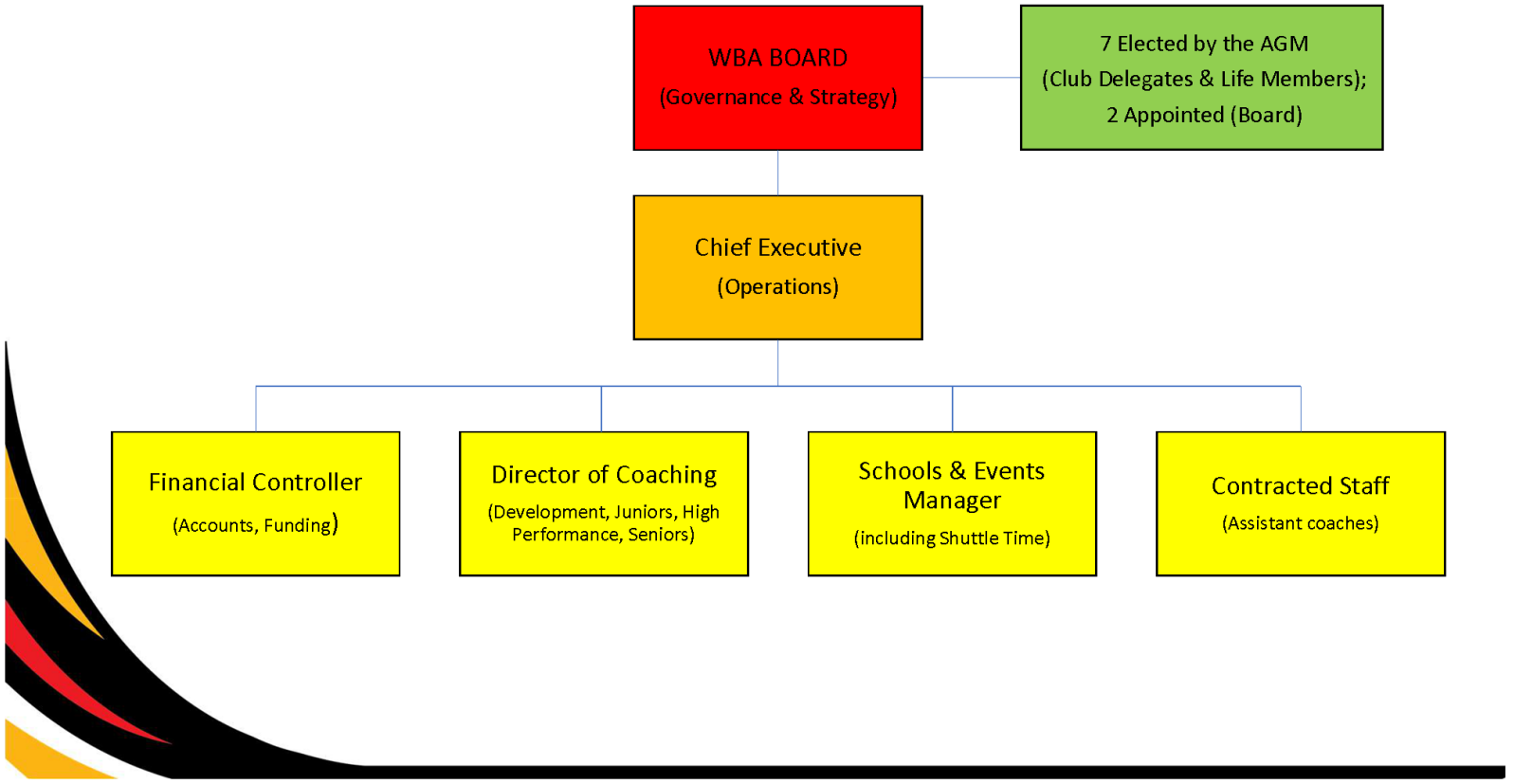
Projected Budget - Expenses

Expenses:	Amount:	Notes:
Venue Hire	$2,750	Rent, power, cleaning
Court Mat Loan	$1,000	4 competition court mats from Auckland
Badminton NZ Player Levy	$1,800	150 players at $12 per player
Prizes	$16,000	$10,000USD + Trophies
Accreditations	$200	Lanyards, Pouches
Officials Accommodation	$2,220	2 x rooms at Novotel / Ibis
Officials Travel	$500	Petrol, parking for out-of-town officials
Officials / Volunteer Meals	$3,500	50 meals x $10 x 7 sessions
Marketing & Promotions	$750	Social Media, adverts, flyers, posters etc.
Photography	$750	Lamb Creative
Physiotherapy	$500	4 days @ $125 per day
Shuttles	$7,000	200 dozen @ $35 per dozen
Transport	$5,000	Turley Motors, Waikato Car Rentals, Fuel Costs
Hospitality	$500	Food & Drinks for VIPs
Miscellaneous	$250	Printing, ice, water, bank fees
Total	**$42,470**	
Balance	**$1,350**	

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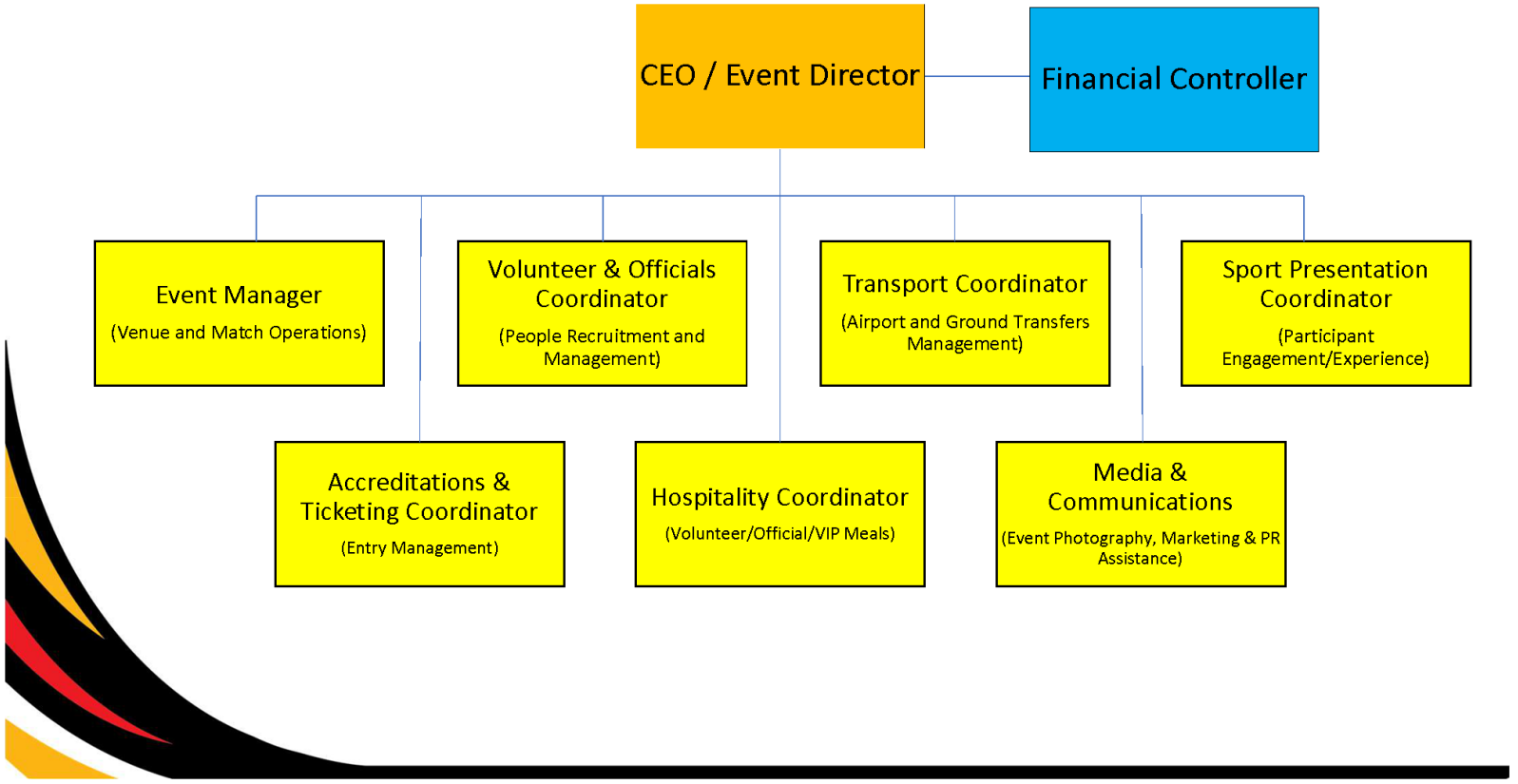
Waikato Badminton Organisational Structure



Attachment 2

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International Event Organisational Structure



Attachment 2

Item 10

Marketing & Promotion Plan

Target Markets

- WBA affiliated clubs (25+)
- WBA club members (1100+)
- WBA stadium members (300+)
- Badminton New Zealand members
- Asian communities (particularly Chinese & Indian) in Hamilton and Auckland
- Badminton business network
- University of Waikato, Wintec
- Schools in Hamilton and surrounds
- All sports fans

Marketing Objectives

- Create event awareness
- Generate ticket sales
- Promote badminton
- Promote indoor venue
- Promote Hamilton as a destination
- Get more people playing sport (in particular badminton)



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Communication Platforms

Social Media

- Waikato Badminton Facebook
- Badminton Oceania Facebook
- Badminton New Zealand Facebook
- Hamilton City Council Facebook
- Waikato Badminton Instagram
- Badminton Oceania Instagram
- Badminton New Zealand Instagram
- HamiltonWaikato Instagram
- The Hamilton App

Websites

- Waikato Badminton
- Badminton Oceania
- Badminton New Zealand
- Badminton World Federation
- Sport Waikato
- SportyNews
- Eventfinda







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Communication Platforms

Newspapers

- Waikato Times
- Hamilton Press
- New Zealand Herald



Radio

- NewsTalk ZB
- The Breeze
- FreeFM89



Live Streaming

- Badminton New Zealand YouTube channel

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Marketing Strategies, Timelines

November 2019 – March 2020

E-newsletters, noticeboards, verbal in-person at WBA affiliated club nights (1100+ club members across 25+ clubs) and at Eastlink Badminton Stadium (300+ stadium members)

December 2019 – March 2020

Weekly content production and engagement via Website, Facebook, Instagram, print media, and radio targeting sport-loving families, students, and Asian communities (eg. NZ Chinese Association, Indian Cultural Society, Waikato International Students' Association)

January 2020 – March 2020

Formal e-invitations to WBA Business Network (20+ Partners/Sponsors), and schools in Hamilton and surrounds

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Marketing & Promotion Plan

Experience

Marianne Loh (CEO / Event Director) has a sales and marketing background in a corporate environment (>10 years) as well as being involved in event management committees which have organized national, regional and international badminton events including major world championships and world tour events in Australia and New Zealand in the past 5 years. Marianne was also the Event Director for the Yonex Waikato International 2019 in Hamilton. Waikato Badminton has a strong presence across social media, along with established relationships with radio, newspapers and other business networks.

Budget

A moderate budget of $750 is allocated for marketing & promotion to cover newspaper, radio and social media advertisements, printing of flyers/posters.

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Contact

WAIKATO BADMINTON



Marianne Loh

Chief Executive - Waikato Badminton Association Inc.

P: 07 856 3049 **M:** 021 575 209

E: ceo@waikatobadminton.co.nz

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Attachment 2

Contact

WAIKATO BADMINTON



[redacted]

07 85 304 021 575 20

[redacted]eo aikato adminton.co.n

Attachment 2

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WAIKATO BADMINTON



Waikato Badminton











WAIKATO BADMINTON

Sponsorship Proposal
for Hamilton City Council

Contact: Marianne Loh
E: ceo@waikatobadminton.co.nz
M: +64 21 575 209

WHY BADMINTON

FASTEST RACKET SPORT IN THE WORLD

Shuttle speeds reach over 400km/h



MAJOR HEALTH BENEFITS

Reduce risk of diabetes and cardiovascular disease by over 56%

ALL COMMUNITIES, ALL AGES, ALL ABILITIES

Diverse cultural, social, and family engagement



FAST GROWING SPORT IN NEW ZEALAND

Over 7000 school aged players in Waikato

STRONG PARTICIPATION PATHWAYS

Opportunities to play from grassroots to high performance



WAIKATO PRIDE

Badminton has a positive image and Waikato is the most successful Premier Division team in the past decade, with Sky TV coverage. Waikato Badminton was also finalist in a few categories at the Brian Perry Waikato Regional Sports Awards 2018

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WAIKATO BADMINTON

27 Affiliated Clubs

16 Representative Teams

Over 30 Events per year

Over 1,000 Casual Players

Over 1,100 Club Members

Over 7,000 School Aged Players

Over 10,000 Stadium Visitors per year

24/7 Purpose built 10-court Stadium in Hamilton







BENEFITS TO COUNCIL

- Hamilton City Council signage (banners and corflutes) displayed in highly visibile areas at the competition venue throughout the event which will be live streamed across the world. This includes courtside placement and presentation backdrop during the prizegiving ceremony.
- Hamilton City Council council member(s) and dignitaries invited to speak at the Team Managers' Meeting and/or present prizes on Finals Day.
- Hamilton City Council logo appearing on official event documentation, accreditation passes, uniforms, and advertisements relating to the event.
- Hamilton City Council given verbal acknowledgement during presentations(s)/public announcement(s) at the event.
- Hamilton City Council given acknowledgement on promotional material, including but not limited to newsletters, social media website, news and press/media release(s).
- Hamilton City Council given access to hospitality privileges and tickets to the event, along with an opportunity to access free badminton clinics pre and post event.

REQUESTED CONTRIBUTION

- A $10,000 sponsorship agreement plus signage as agreed.
- Provide other promotional material as agreed for distribution by Waikato Badminton.
- Be available for prize presentations during the Waikato International 2020 and other relevant promotional activities

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If you wish to discuss this proposal and/or tailor a sponsorship package that meets your specific objectives, please contact:

Marianne Loh
Phone: +64 21 575 209
Email: ceo@waikatobadminton.co.nz



Waikato Badminton

sportwaikato
out there and active

21 May 2019

Venues, Tourism and Major Events
Hamilton City Council
Private Bag 3010
Hamilton 3240

Attention: Jennie Lavis – Major Events Sponsorship

Dear Jennie

Sport Waikato wishes to support the Waikato Badminton Associations application towards the Hamilton City Council's Waikato International 2020 (26-29 March) Event Funding.

The Waikato International Badminton Tournament is recognised by the International Badminton community as a leading event throughout Oceania which attracts over 80 international players from Australia, Asia, Europe and America. This is complemented by a similar number of NZ based players.

The success and recognition of this international event can in part be contributed to the capability and experience within the Waikato Badminton Association in delivering high calibre badminton tournaments.

Sport Waikato has had a long-standing relationship with the Waikato Badminton Associate, which is ably led by their Chief Executive Marianne Loh.

It is our belief that any contribution of funding from the Hamilton City Council's Major Event Funding towards this event would be a wise and sound investment towards supporting sport and recreation not only in Hamilton City but to the community as a whole.

Yours sincerely

Matthew Cooper
Chief Executive

Hamilton Office
Brian Perry Sports House, 51 Akoranga Road,

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Pettigrew.Green Arena
480 Gloucester Street
PO Box 7537
Taradale, Napier
New Zealand

20th May, 2019

Venues, Tourism and Major Events
Hamilton City Council
Private Bag 3010
Hamilton 3240
Attention: Jennie Lavis - Major Events Sponsorship

RE: Letter of Support for Waikato Badminton Association

To Whom It May Concern:

It is my pleasure to write this letter of support for the Waikato Badminton Association.

Waikato Badminton Association is one of the twenty-five member associations affiliated to Badminton New Zealand. They are a proactive and professional organisation and have a great record of delivering badminton to all parts of their community.

Their capacity to deliver high-quality events is evidenced through past successes, including; Waikato 2015-17/19 Waikato International and the 2018 Oceania Team and Individual Championships. In addition they frequently host National Championships, including the New Zealand Masters Championships later this year.

Badminton New Zealand fully supports Waikato Badminton Association in its efforts to secure funding to further ensure the delivery of badminton programmes and opportunities in the area.

The work Waikato Badminton Association achieves in delivering high quality events is critical to the development and growth of badminton and we hope that you will support this application for funding.

Please don't hesitate to contact me directly on 021-184-1114 or at joe@badminton.org.nz if I can provide any further information or answer any questions.

Yours sincerely,

Joe Hitchcock
Chief Executive
Badminton New Zealand

Projected Budget - Income

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Projected Budget - Expenses

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Face Painting / Tug of War	1	$	150.00	$	150.00	
Coconut Scraping	1	$	50.00	$	50.00	
Spot prizes, lolly scramble	1	$	200.00	$	200.00	
Generator (bouncy castle)	1	$	200.00	$	200.00	
Misc (water, paper towels)	1	$	100.00	$	100.00	
VIP / HUB TENT						**$ 450.00**
Vouchers	-	$	-	$	-	
Leis	4	$	50.00	$	200.00	
Plastic Leis		$	100.00	$	100.00	
Refreshments (HUB & VIP)		$	150.00	$	150.00	
PERFORMERS/ VOLUNTEERS TENT						
Fruits and Water for performers	-	$	200.00	$	200.00	**$ 354.50**
Fruits &Water for Volunteers		$	154.50	$	154.50	
KOHA						**$ 8,770.00**
Speaker	1			$	2,000.00	
Ministers (Prayers)	2	$	50.00	$	100.00	
MC	2		$1,000.00	$	2,000.00	
Performers	1		$3,200.00	$	3,200.00	
Committee (lunch voucher)	10	$	20.00	$	200.00	
Volunteers	51	$	20.00	$	1,020.00	
Team Fundraising - Tents	1		$250.00	$	250.00	
COMMITTEE MISC						
Food for meetings	1		$100.00	$	100.00	**$ 1,320.00**
Miscellaneous resources	1		$100.00	$	100.00	
Committee debrief	1		$300.00	$	300.00	
Video/Photographer	1		$700.00	$	700.00	
Refreshments for 6am start on Event Day	1		$120.00	$	120.00	
TOTAL EXPENSES						**$ 29,998.20**
Over / Under Spent						**$ 731.80**

2019/20 Event Sponsorship Scorecard

Application Summary			
Event Name and Date	Porritt Classic 15 February 2020	**Applicant/Organisation**	Athletics Waikato Bay of Plenty Incorporated
Event Venue	Porritt Stadium, Hamilton	**Event Type**	Sport
Event Overview	The Porritt Classic is an annual event (held since 1998) and over that time has established itself as one of NZ's largest one day athletics meetings in NZ. In 2020, the event has the opportunity for the first time, be granted a tier 1 or 2 status by the International Amateur Athletics Federations (IAAF). At the time of summitting this application, the status is not yet confirmed but if successful, would attract international standard athletes due to the ability for athletes to earn Olympic Games and World Championships qualification ranking points. There are additional costs in running and tier 1 or 2 event.		
Target Market	Local and regional attendees for spectators and domestic athletes		
Event Objectives	1. To increase participation by 5% in 2020 2. Increase number of competing athletes from abroad 3. Increase event profile – IAAF Tier 1 or Tier 2 status 4. Retain position of largest one day athletics meeting in NZ 5. Increase sponsorship of event to fund potential event growth brought by tier 1 or tier 2 status and raise event profile		
Attendance	Participants and Spectators 725 – from Hamilton 600 – from outside Hamilton	**Anticipated Bed Nights**	400 in hotels and motels for up to 2 nights = 800 bed nights, primarily in Hamilton
External Funding	External funding partners yet to be confirmed but include several local and national corporate partners.		
Previous Council Support	This event has not applied for this fund in the past. The organisers pay a non-subsidised fee to hire Porritt Stadium.		
Past Event Performance	Athletics Bay of Plenty has hosted the event for over 20 years and has been delivering many national and regional track and field athletics, cross country and other running events for adults and children since 1947. The organisation is well administered and has significant experience.		
Sponsorship Benefits to Council	• Council will be headline sponsor of the 2020 Porritt Classic • Should tier 1 status be awarded, Hamilton has the opportunity to be recognised internationally as a world level athletics host, Council would be acknowledged as being a vital part of that happening • Council support acknowledged through live streaming, venue signage, news and press/media releases, verbal presentations and public announcements, logo placement on all documents and advertisements and social media posts relating to the event		
Sponsorship Requested	$6,000		

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Management assessment against criteria	Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	3
Generation of overnight visitation to city	3
Generation of incremental income to city businesses	3
Number of anticipated participants	3
Utilisation of city assets	5
Total	**21 / 30**
Management Recommendation	

APPROVE $5,000

Recommended – strong national sporting event with significant opportunity to lift profile of city with potential IAAF endorsement. A good fit to event sponsorship fund criteria and approach to encourage more amateur multi day sporting events to the city.

Business Plan 2020 Porritt Classic

Who we are:

Athletics Waikato-Bay of Plenty is the regional sporting organisation that administers athletics within the Waikato-Bay of Plenty region and has been doing so since 1947. We are responsible for hosting a range of events including track and field athletics, cross country and road running. We are a not for profit organisation.

Organisational structure:

We are a mainly volunteer based organisation with three part time employees (an administrator and two sports development officers). For the Porritt Classic 2020 we will use our established protocol of a small local organising committee to make decisions and utilising our wider network of volunteers and our part time staff to carry out operations. Our organising committee consist of the following:

- Overall oversight: Chairman of Athletics Waikato-Bay of Plenty (Murray Green)
- Entries/Results – Mhyre Oman
- Marketing/Sponsorship – Criss Strange
- Officials – Heather O'Hagan
- Grounds/Equipment – Jeannette Vedder-Price
- Admin/Finance – Steve Rees-Jones
- Technical delegate (to be appointed and dependent on Tier 1 status)

We have a network of 4000 registered members. Officials and coaches, some of which we call upon to assist with the operations on the day. This is a well organised operation as most have completed the same task for many years in a row.

Our Mission for Porritt Classic 2020:

Our plan is to continue hosting the Porritt classic in 2020 and to maintain the event position as New Zealand largest one day athletics meeting. We have the additional opportunity for 2020 to become one of only four meetings in New Zealand to be awarded Tier 1 or 2 IAAF meeting status. This would maintain our status for many years to come and enable event growth. We aim to attract more high-profile athletes from abroad and the overall event profile would be raised. This would move the Porritt Classic from a national profile event to an international one, benefitting our sport and also the local community.

Main Goals/objectives:

1. **Increase participation by 5% in 2020.**
2. **Increase number of competing athletes from abroad.**
3. **Increase event profile – IAAF Tier 1 or 2 status.**
4. **Retain position of largest one day athletics meeting in New Zealand.**

5. **Increase sponsorship of event to fund potential event growth brought by Tier 1 or 2 status and to raise event profile.**

Strategies to achieve the above goals

1. **Achieve Tier 1 or 2 Status.**

   Representatives of Athletics Waikato-Bay of Plenty will be attending meetings with our governing body (Athletics New Zealand) to lobby for our position as a Tier 1 or 2 meeting. We have selected appropriate people who can present our case to Athletics New Zealand and highlight the benefits of the Porritt Classic.

2. **Increase marketing/advertising.**

   Additional funds will be allocated to advertising on radio (previously successfully used ZHFM, Radio Sport, Waikato Talk Sport) in the event build up. Local advertising (banners/signage) will also be key strategies. Online and print media are to be targeted as these as areas where there is potential for expanded coverage. This will be done via existing links (e.g. New Zealand Herald and Athletics New Zealand have an agreement to publish articles generated on domestic athletics) and by providing our own generated articles to other media outlets. Post event media coverage is also to be targeted this year. Event coverage can be enhanced by the addition of quality live streaming of the event to an expanded audience.

3. **Financial support to international athletes (dependent on tier 1/2 status)**

   A small amount of budget has previously been used to support top domestic athletes to compete. For 2020 we aim to expand this to ensure that we can maximise the number of high profile international based athletes to compete (especially targeting Australian based athletes).

4. **Attract additional sponsors.**

   Previously sponsorship has been limited to local sponsors of individual events that has funded athlete prize money. The event has a good record of attracting local sponsorship, but for 2020 we aim to secure a headline event sponsor that can provide the additional funds to expand the event and allow us to increase the event profile. We will apply for sponsorship through funds such as the HCC major events fund and if that is unsuccessful will look at possible alternative major sponsors.

Projected Budget

At this stage the projected budget we are working with is based on the 2018 event as we have not had confirmation of Tier 1 or 2 status. Should Tier 1 or 2 status be granted then we will seek to expand this budget to meet the significant additional costs that will be incurred and to also fund the anticipated event growth. Current budget without Tier 1 or 2 status indicates a small profit which we rely on to support our athletes with travel expenses to National Championships. Additional income

such as sponsorship will be used to form a marketing budget that can raise the profile of the event as we currently rely mainly on free marketing through radio. It will also be used to incentivise international athletes to participate and to pay additional costs (unknown at this stage), such as delegate fees for potential Tier 1 or 2 status. It is an important year for the Porritt Classic to maintain status and to also grow, as other events will likely challenge for the Tier 1 or 2 status should we not provide a suitable meeting this year. This would have implications for maintaining Hamilton's reputation as a favoured athletics venue in New Zealand and is why we seek additional sponsorship for the 2020 event.

Budget 2020 – Non-Tier 1 or 2 Status

Expenses	
Technical Delegate Expenses	650.00
Competitor Travel Contributions	500.00
Individual Event Prizes	6,000.00
Performance Bonuses Athletes	1,350.00
Pacemakers	250.00
Medical	300.00
Security	250.00
Athlete Numbers	550.00
Catering - officials/volunteers	300.00
Programmes	1,000.00
Volunteer expenses	500.00
Speaker Hire	220.00
Stadium Hire	380.00
Contingency	500.00
Total Expenditure	**12,750.00**
Income	
Sponsorship	4,000.00
Gate	3,000.00
Entries	7,500.00
Total Income	**14,500.00**
Projected pre-tax profit	**1,750.00**

Marketing and Promotion Plan

As an introduction to this plan, it is important to be aware that whilst we have tried to provide the requested information for this application there have been some difficulties due to the timeframes involved. Our event takes place in February 2020 and due to our mainly volunteer base, we do not start the planning process until later in the year. With our first event related actions starting in September of each year. As such, the Marketing and Promotion plan has not been completed in full. An additional complication has been the possible awarding of tier 1 or 2 status, which has yet to be confirmed. This one factor would lead to a large change in our marketing and promotions for the 2020 event and thus changes may need to be made later in the year. We are happy to provide a more robust and accurate document later in the year should that be a possibility. This is also a major area that would be expanded should Hamilton City Council provide sponsorship.

Our current marketing strategies are:

Radio

Waikato sports talk Saturday mornings / radio sport / ZHFM. Radio segments would be conducted over the weeks building up to the event. We would aim to have guest high profile athletes interviewed as well as providing event information.

Print/online media

NZ Herald – Athletics New Zealand has an existing agreement with the NZ Herald to provide athletics coverage on a dedicated section on their website. This can be utilised for pre-event build up advertising and post event recognition.

Free local papers (Cambridge and Hamilton) – Local athletes to be the focus. Hamilton and the wider area has a number of athletes with Olympic ambition for 2020. Coverage to be planned for 2-4 weeks before the event.

Waikato Times – Provide articles to them for publication in event build up and once article post event.

Local banners/signage

Posters displayed in schools, gyms, retail outlets. Should HCC come on board as a sponsor then advertising banners at key points in Hamilton would be targeted. This to commence late 2019 and continue into 2020.

Social media

Athletics New Zealand/Athletics Waikato-Bay of Plenty/local athletics clubs would be the main source of social media connection (combined over 20,000 followers). Social media coverage would be from the start of the athletics season (October 2019 onwards)

Live streaming

Live streaming of the event can be via Athletics New Zealand. Should funds allow then a private operator would be considered for more advanced coverage.

Our Target Market is mainly local residents, as spectators are most likely to come from the Waikato region for this event. All ages would be considered as a target as the sport caters for all and would have appeal across generations. A wider non-local market would be targeted by the online social media, print/online media (NZ Herald) and Live Streaming the event.

Currently, Criss Strange has responsibility for marketing and promotions planning. Criss works for high performance sport New Zealand and has a wealth of contacts across the sport and with local organisations, which benefits the Porritt Classic Organisation. Criss has experience of filling this role previously for the Porritt Classic for any years and also for the 2017 and 2018 New Zealand Track and Field Championships that were held in Hamilton. Full marketing and promotions planning will commence over the next few months.

Our current marketing budget (in line with previous years) has been zero, so any sponsorship from Hamilton City Council would be used to support this. However, we do note the uncertainty around Tier1/2 status which has not made it possible to generate a full marketing budget at this time.

The marketing budget will only be present if sponsorship is achieved. Assuming sponsorship of $6000, This will used for:

- Live streaming of the event in quality format, which would allow the event to have a wide-reaching status within New Zealand and abroad. ($4000)
- Local visual advertising through banners/signage ($1000)
- Expanded Paid for Radio Advertising ($1000)

All other items earlier mentioned have no cost.

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ATHLETICS WAIKATO-BAY OF PLENTY INCORPORATED

Tel +64 7 858 5392
Fax +64 7 858 5389
Email: administrator@athleticswbop.org.nz
Website: www.athleticswaikatobayofplenty.org.nz

PO Box 46
HAMILTON 3240
New Zealand

Sponsorship Proposal Package

Should Hamilton City Council award our event sponsorship, the funds will be directed towards event enhancement, raising the profile through marketing and funding Tier 1 or 2 status requirements. The event has succeeded in previous years in having a strong National profile despite a very small budget, but with new challenges of event growth and possible Tier 1 or Tier 2 status any sponsorship secured has a vital role in maintaining the Porritt Classic's importance Nationally and achieving international significance in future years. The event has a great opportunity in 2020 and Hamilton City Council can play a significant role in ensuring that the event flourishes and provides ongoing benefits to the City of Hamilton.

- Hamilton City Council would be the headline sponsor of the 2020 Porritt Classic
- Hamilton City Council logo would be included in all material distributed in relation to the 2020 Porritt Classic
- Hamilton City Council would be acknowledged in any media related articles, radio broadcast and advertising material that is distributed for the 2020 event.
- Should Tier 1 status be awarded Hamilton has the opportunity to be recognised internationally as a world level athletics host, Hamilton City Council would be acknowledged as being a vital part of that happening.
- Hamilton should receive increased visitor numbers using local accommodation.
- Hamilton's local businesses should also benefit by providing services to the event, such as catering and necessary equipment (e.g. marquee hire)

For a direct $6000 contribution the above benefits would be secured. With at least 400 competitors, plus additional coaches, supporters and spectators, over 1500 people could attend the event. In addition, pre and post event media coverage would reach many others within the athletics community and also the general community locally, nationally and internationally with Tier 1 or 2 status. Estimated financial benefits to Hamilton (accommodation/services) would exceed any contribution from the Council. In addition, any excess funds generated from the event will go directly to benefitting our regions athletes.

We differ from many other event providers as we are a purely not for profit organisation with only three part time staff and mostly a volunteer base. Minimal funds are directed towards salaries, ensuring that we can provide support for people to participate in a health benefitting activity that is

accessible to both young and old. This has great benefit for enhancing the well-being of the local community.

We greatly value any sponsors of our event and hope that it is clear that the Porritt Classic is an event which can provide a benefit to the City of Hamilton and its residents.

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Budget 2020 Porritt Classic – Normal event (Tier 1/Tier 2 status will require expanded budget)

Expenses	
Technical Delegate Expenses	650.00
Competitor Travel Contributions	500.00
Individual Event Prizes	6,000.00
Performance Bonuses Athletes	1,350.00
Pacemakers	250.00
Medical	300.00
Security	250.00
Athlete Numbers	550.00
Catering - officials/volunteers	300.00
Programmes	1,000.00
Volunteer expenses	500.00
Speaker Hire	220.00
Stadium Hire	380.00
Contingency	500.00
Total Expenditure	**12,750.00**
Income	
Sponsorship	4,000.00
Gate	3,000.00
Entries	7,500.00
Total Income	**14,500.00**
Projected pre-tax profit	**1,750.00**

Any additional sponsorship from Hamilton City Council will be used as the basis of a marketing/promotions package, including livestreaming of the event, signage and radio advertising. This would be expected to be zero cash flow, with the full amount contributed to these items. Thus budget would be amended with $6000 additional income in sponsorship and $6000 in marketing items.

Cash Flow Projections

Note that the event cash flow all occurs within a small timeframe of a couple of months, hence this table will only cover the period from December 2019 to April 2020. Cashflow is well controlled, with seeding funding from Athletics Waikato-Bay of Plenty available if required. However, this is rarely needed as most income is received prior to expense payments.

Cash Flow 2020

	December	January	February	March
Opening Balance	0			
Cash In				
Entries	200	2000	5300	0
Sponsorship	1000	1000	2000	0
Gate	0	0	3000	0
Total	**1200**	**3000**	**10300**	**0**
Cash Out				
Delegate Expenses	0	650	0	0
Athlete Prizes/Bonuses/payments	0	0	7350	0
Medical	0	0	300	0
Security	0	0	250	0
Catering	0	0	0	300
Programmes/Numbers	0	0	550	1000
Stadium Hire	380	0	0	0
Speaker hire	0	0	0	220
General expenses	0	0	750	1000
Total	**380**	**650**	**9200**	**2520**
Cash Flow	**820**	**2350**	**1100**	**-2520**
Balance	**820**	**3170**	**4270**	**1750**

Projected profit $1750.00

Sponsorship

No sponsorship has been confirmed for the 2020 Porritt Classic. As the event takes place in February 2020, sponsorship will be organised in the period from September to December 2019 in line with our usual procedure. Potential additional sponsors that we have used in the past to sponsor each individual event (e.g. 200m) are as follows and are considered potential sponsors again in 2020:

Lodge Real Estate

Smith's Sports Shoes

Hamilton City Hawks

Te Awamutu Paper Plus

Fastlane Fitness

Attachment 2

Item 10

Metalcraft Roofing

Livingstone

Emblems NZ

Waikato Chiropractic Clinic

Mizuno

Primovino

2019/20 Event Sponsorship Scorecard

Application Summary			
Event Name and Date	NZ Secondary Schools Swimming Championships 12 -15 Sept 2019	**Applicant/Organisation**	Swimming New Zealand Incorporated
Event Venue	Waterworld Hamilton	**Event Type**	Sport
Event Overview	Annual national swimming championship event for students in year 9 – 13. Also a para-friendly meet, which means both able bodied and para-swimmers will be competing as registered Swimming NZ swimmers.		
Target Market	13-18yo secondary school students and families, supporters and swimming officials.		
Event Objectives	1) Ensure that all swimmers competing have a great experience 2) Provide the opportunity for those unable to attend the event to be able to watch through a quality live stream experience 3) Showcase Hamilton City and WaterWorld as an attractive place to visit.		
Attendance	Participants and Spectators 250 – from Hamilton 825 – from outside Hamilton	**Anticipated Bed Nights**	900 in hotels and motels across 4 nights = 3,600 majority in Hamilton
External Funding	Budget information supplied with the application includes Grassroots Trust (unconfirmed)		
Previous Council Support	Waterworld management have confirmed hireage of the venue is at a non-subsidised rate. Waterworld Manager Stuart Davidson – "We are proud and honoured that Swimming NZ have recognised the recent (2018) upgrade in our Facility enough to give us this important and prestigious event. This gives Hamilton the opportunity to get "back on the map" in terms of hosting top class Aquatics Events."		
Past Event Performance	2018 event held in Wellington. Data provided by Swimming NZ shows 4722 bed nights with visitor expenditure of $845k. SNZ is the national sports organization for competitive and open water swimming in NZ and through its membership of Aquatics NZ is affiliated to the Federation Internationale de Natation and the NZ Olympic Committee. Waterworld has been the home to the event for a number of alternating years (shared with Wellington), as well as hosting the national Championships they also are host venue for a number of regional swim meets throughout the year.		
Sponsorship Benefits to Council	• Use of newly renovated Council facility – Waterworld Hamilton • Significant live stream recognition (logo and acknowledgement) of Council support with reach of over 270,000 per event. • Council support acknowledged through venue signage, news and press/media releases, verbal presentations and public announcements, logo placement on all documents and advertisements and social media posts relating to the event		
Sponsorship Requested	$35,000		

Management assessment against criteria	**Score (5)**
Fit to Hamilton City vision and profile	4
City exposure benefits	3
Generation of overnight visitation to city	3
Generation of incremental income to city businesses	3
Number of anticipated participants	4
Utilisation of city assets	4
Total	**21 / 30**

Attachment 2

Item 10

Management Recommendation
APPROVE $10,000 Recommended – strong national sporting event with high level of overnight visitation for city, associated incremental income to city businesses and use of key asset.


NEW ZEALAND
SECONDARY SCHOOL
CHAMPIONSHIP
Swimming
NEW ZEALAND
Business Plan

New Zealand Secondary School Championships

Swimming New Zealand is the National Sports Organisation (NSO) for competitive pool and open water swimming in New Zealand. Through its membership of Aquatics New Zealand, New Zealand is affiliated to the Federation Internationale de Natation (FINA) and the NZ Olympic Committee (NZOC). Swimming New Zealand also has an active role in the promotion of water safety, learn to swim, education and certification of swimming instructors and swim schools. Swimming New Zealand is a core member of Water Safety New Zealand.

Swimming is New Zealand's second most popular recreational activity with 30.2 percent e.g. 1,000,000 New Zealanders choosing swimming as their preferred activity (Sport NZ 2013/14 Active New Zealand Survey). New Zealanders swim for a variety of reasons including sport, recreation, and health benefits.

Vision

To inspire enjoyment, excellence and pride in swimming by all New Zealanders.

Mission

To grow and strengthen swimming by providing services to the members of Swimming New Zealand, supporters and the general public.

Event Goals / Objectives

- Ensure that all swimmers competing have a great experience
- Provide the opportunity for those unable able to attend the event to be able to watch through a quality live stream experience
- Showcase Hamilton City and Waterworld Pool as an attractive place to visit

Strategies

1

- Offer a product that differs from regular swim meets and other Secondary School Sporting events.
- Add fun activities into the event programme that might be of interest to the swimmers e.g. bomb competition, waterslide.
- Offer interactive activations with an in venue large LED screen.
- Make use of all the space available to SNZ. Turn the old creche into something cool for the swimmers.

2

- Increase quality of livestreaming from previous meets.
- Cross posting opportunities with schools that are attending.
- Ensure livestreaming isn't 'blocked' by spectator heads.
- Reduce the amount of 'dead' air time.

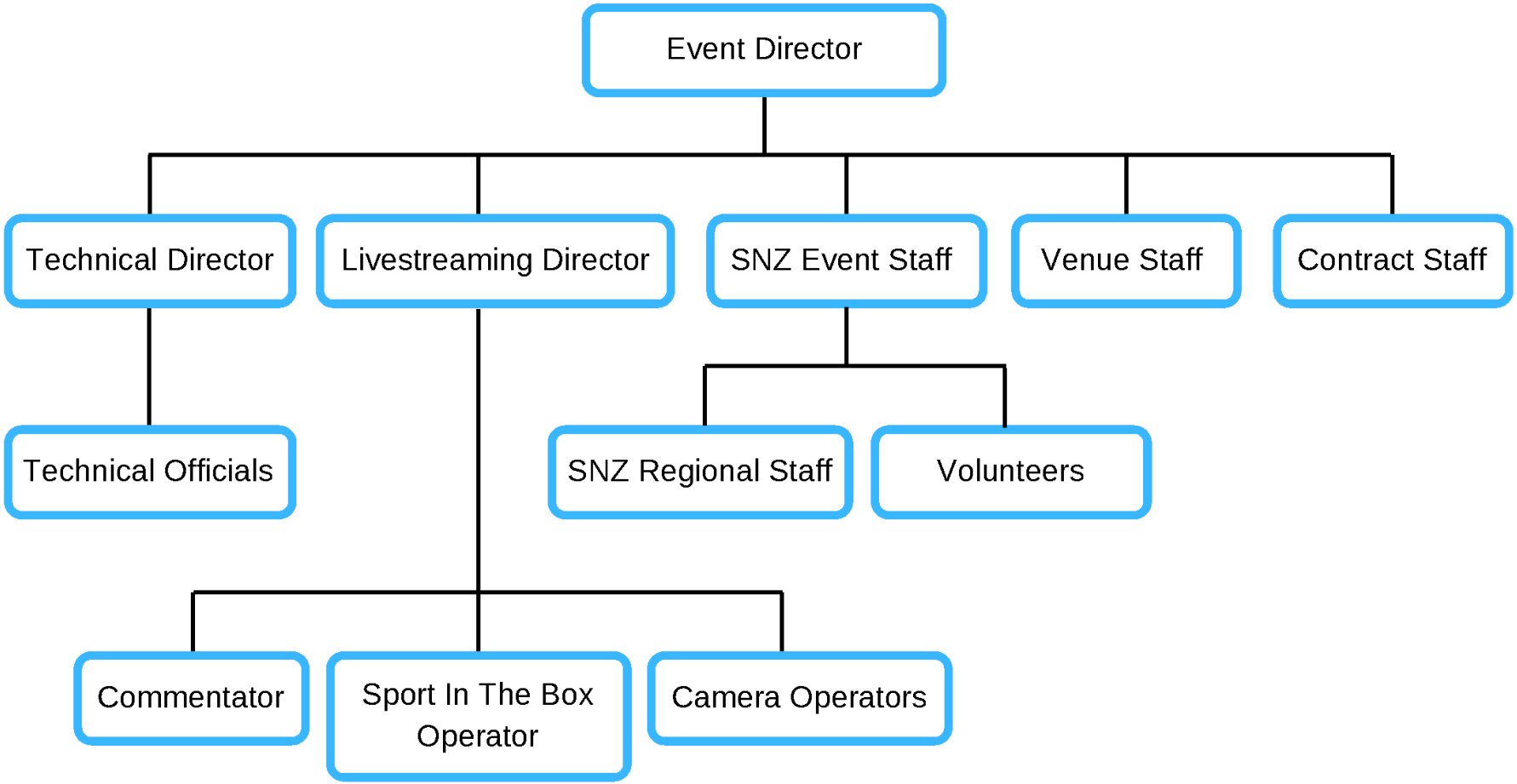
3

- Work with Swimming Waikato and Waterworld to provide localised options for swimmers, management, volunteers and spectators to enjoy while not at the swimming.
- Work with Hamilton City Council to obtain footage of Hamilton that can be used on the livestream and in venue showcasing what the city has to offer.
- Work with Waterworld to ensure that the venue is presented in an attractive manner.

Attachment 2

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Event Structure



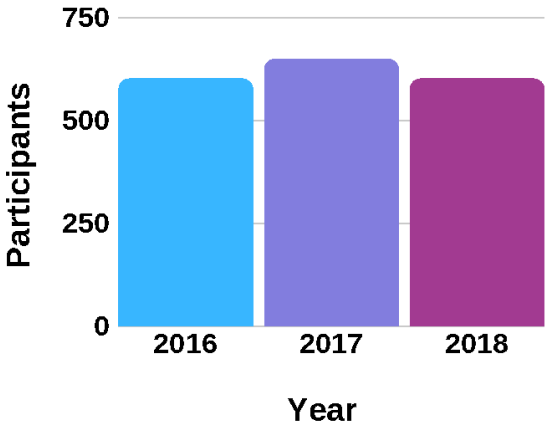

NEW ZEALAND
SECONDARY SCHOOL
CHAMPIONSHIP
Swimming
NEW ZEALAND
Marketing
& Promotion Plan

Attachment 2

Item 10

Target Markets

- 13-18 year old secondary school students
- Contact schools across the country, particularly in the Waikato region to enter large teams.
- NI Secondary School Champs (just been but can target those who attended.)
- Auckland Champs of Champs (coming up)
- Open to SNZ members and non-members



Market Objectives

- Live stream - increases engagement and event atmosphere.
- Spectator seats - limited capacity (Local school - support your class mates, Parents and other family members)



Marketing Strategies/ Advertising of Event

- Event & School websites
- NZ Secondary School sports calendar
- Pull up banner in pool
- Social Media
- Freestyler Newsletter / Monthly EDM

Total reach/impact of the Live Stream was over 495,000 people at NAGs 2019

Budget

**See event budget for itemised detail*

Additional benefits of attending the event...

- Showcasing what the city has to offer.
- Advertising of the city and region's most popular attractions: Hamilton Zoo, Hobbiton, Kiwi Balloon Company, Hamilton Gardens, River Explorer etc.
- Offer a free walking tour to spectators of the event - encourage them to get out and explore when not attending the event.
- Offer cheaper gym sessions for those visiting during the event.

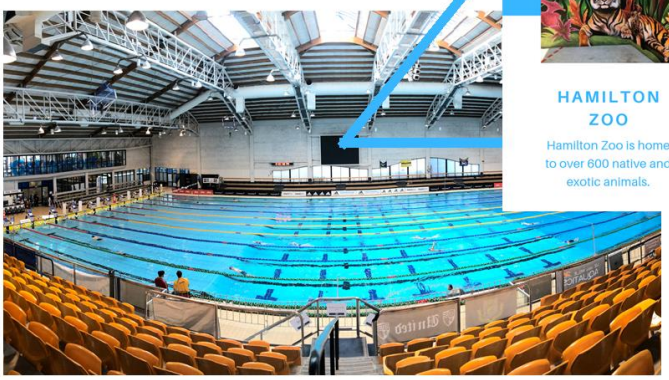


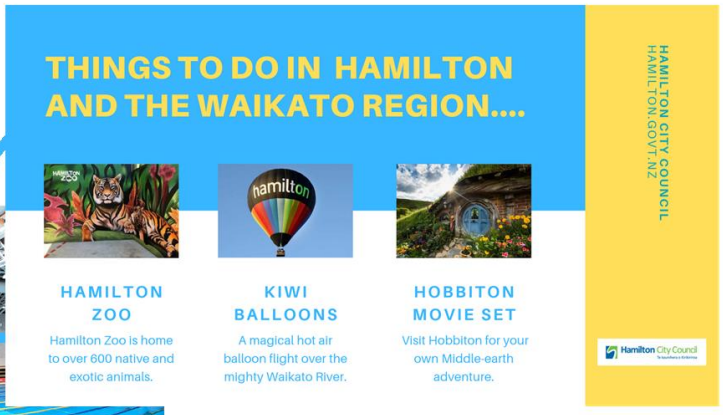




Examples

Advertising on the big screen during the event to encourage swimmers, coaches and spectators to visit the City





Attachment 2

Item 10

Task	Task Specifics	Due Date	Status	Assigned To	Comments	Contacts
PRE-EVENT						
Event Applications + Bookings	Waterworld contact + booking		Complete	AB		
	Meet with venue		Complete	AB/EM		
	Swimming Waikato event agreement		Complete	AB	Signed by Swimming Waikato and sent back	
Health and Safety	Review health and safety plan	12th August 2019		AB		
	Site Plan Review	12th August 2019		AB	FFE	
	Health and Safety meeting *onsite?*	11th September?		AB/Waterworld		
Officials/Referees Briefing	Contact TO's and confirm roles and mtg	6th September		AB/GI		
Event Information	Update info on website	20th May 2019		EM		
	Event document uploaded to website	20th May 2019		EM		
	Qualifying times review and update		Complete			
	Update event booklets	12th August 2019				
	Technical director appointed		Complete			
	Confirm Event Sessions	12th August 2019		AB		
	Event Management plan completed	6th August 2019		AB/EM		
	Budget Set		Complete	AB		
	Funding Applications Submitted	31st May 2019 4:00pm	In progess	EM	HCC sponsorship - submit before Friday 31st May 2019 4:00pm and Trust Waikato by 14th June	
	SNZ Staff know dates and plan		Complete			
	SNZ run sheet developed	12th August 2019		AB/EM		
	Access points confirmed	30th June 2019			Ensure access for para if needed	
	Para Preperation	2nd September 2019		AB	Cameron away overseas	
	New para classification forms submitted	12th August 2019		AB		
	Opening ceremony	2nd September 2019		AB/EM/CM	Anthem and Dignitory - Cherie, Oath SNZ	
	Medal cushion kids	2nd September 2019		EM/CM	T-Shirts? Ideally 10 year olds, min 1 per session, maximum 2	
	VIP evening	2nd September 2019		AB		
	Medal Presenters	2nd September 2019		AK	Past swimmers, waikato sporting figures	
	Race packs organised	2nd September 2019		EM	To be collected at managers meeting. Contact local businesses to see if flyers/discounts can be added in	
	Ticket sale preperation	12th May 2019		EM/AB	Set up, door scanners 2 scanning 1 selling.	
	Tickets on sale	18th May 2019			Eventbrite	
	Event collateral	5th September 2019		AB	Giveaways, race packs e.g thundersticks	
Logistics	Order Medals	15th July 2019		AB		
	Security	5th August 2019		AB/EM		
	Radios	5th August 2019		AB/EM		bex@wirelessrentals.co.nz
	Vendors	5th August 2019			Café only	
	Fencing	5th August 2019		AB		
	Marquees for athletes	5th August 2019		AB		
	Athlete zone confirmed and bookings done	5th August 2019		EM	Massage/Physio, Playstation, PhotoBooth, Bean bags, Food? Creche area	
	Local education providers marquees confirmed	12th August 2019		EM	Waikato Uni, WINTEC	greg.o-carroll@waikato.ac.nz (waikato) greg.smith@wintec.ac.nz (wintec)
	VIP Area	12th August 2019		AB		
Livestream	Communication with provider	1st July 2019		AB		
	Event commentary confirmed	1st July 2019		AB		
	DJ confirm dates and times	12th August 2019		EM		
	Big screen	12th August 2019		AB		
	Book AV equipment	12th August 2019		AB		
Catering	Order and Confirm food for TOs	12th August 2019		AB		
	Confirm Café at venue is ok	12th August 2019		EM	Possible stall area outside as well to ease congestion around café area	
	SNZ Events team catering	12th August 2019		AB		
Technical Officials	Technical Officials Bag and shirt packed	4th September 2019		EM	Any new technical officials	
	Event function - book and confirm?	5th September 2019		AB	Technical officials lunch - Mr Pickles?	
Entries	Entries Open	8th July 2019		AP		
	Entries Close	27th August 2019		AP		
	Confirm Entry numbers	27th August 2019		AP	Same day entries close, confirm through schools that swimmers are approved	
	Coaches and Managers Jotform submissions	27th August 2019		EM		
	Confirm coach and managers numbers	27th August 2019		EM	Same day entries close	
	Order accreditation passes	29th August 2019		AB	ID solutions, Deadline for accreditation 29th August	Helen@idsolutions.co.nz
	Order scaffolding seating	1st July 2019		AB		Camelspace - ColinL@camelspace.com
	Seating plan completed	2nd September 2019		EM		
Sponsor Activations	Teamline	12th August 2019		AB	Confirm will be onsite - area on side of seating	lindsay@teamline.co.nz
	Adidas	12th August 2019		AB	If anything?	
	Other	12th August 2019		AB	What, if any other?	
Marketing	Develop marketing plan for event	30th May 2019		LM	Need early for HCC sponsorship form	
	Social media ads	24th June 2019		LM	Add to eventfinda website	
	Website update	24th June 2019		LM	Ongoing as required	
	Email signature banner	24th June 2019		LM		
	Create social media plan for event	31st May 201		LM	Need early for HCC sponsorship form	
EVENT DAYS						
Site Set Up	Set up - Wednesday 11th September			ALL		
	Managers Meeting 12th September				Race Packs to be collected, possibly 2 meetings	
	Day 1 - Thursday 12th September			ALL	Run sheets for all days	
	Day 2 - Friday 13th September			ALL		
	Day 3 - Saturday 14th September			ALL		
	Day 4 - Sunday 15th September			ALL		
POST EVENT						
Post Event	Media report	Daily during meet		LM	Daily as required	
	Post event finance	20th September 2019		AB		
	Results to NZSSSC	20th September 2019		AP/EM	Points	
	Results on Databse/Website	20th September 2019		AP		
	Report to board	20th September 2019		AK		

NEW ZEALAND SECONDARY SCHOOL CHAMPIONSHIP

Economic Impact Data

2018 NZ Secondary School Championships

WELLINGTON

4722 Nights

Visitor expenditure

$ 845,238.00

Data compiled by

Swimming NEW ZEALAND

Attachment 2

Item 10



NZ Secondary Schools Championships 2019
Budgeted Profit/Loss
GL: 4-4005

Item	Cost	
Entry Fees	$	25,000.00
Ticket Sales	$	2,000.00
Profit / Loss	-$	34,850.00

Item	Cost	
Airfares/Transport	$	500.00
Accommodation	$	1,000.00
Catering - Staff	$	1,500.00
Rental Vehicles	$	-
Administration Expenses	$	-
Passes & Lanyards	$	1,500.00
Signage & Set Up	$	1,000.00
Medals Trophies & Awards	$	3,000.00
Postage Freight & Courier	$	200.00
Equipment Transport	$	750.00
Uniforms	$	500.00
Officials Travel/Accommodation	$	-
Catering - Officials	$	3,000.00
Functions	$	1,000.00
Host region expense	$	2,000.00
Other Equipment Hire	$	12,000.00
Live Streaming	$	12,000.00
AV Hire	$	1,500.00
Pool Hire	$	12,000.00
MC/Presenter	$	2,400.00
Media/Marketing/Promotion	$	1,000.00
Temp. Seating	$	-
DJ	$	2,500.00
Event Collateral	$	1,000.00
Security	$	1,500.00
	$	61,850.00

Protential Funding			
Sponsorship	$	35,000.00	Sought from Hamiolton City Council
Grant Funding	$	26,400.00	Sought from Grassroots Trust

2019/20 Event Sponsorship Scorecard

Application Summary			
Event Name and Date	Te Mana Kuratahi Whakataetae Kapa Haka AA Motu 2019 3-8 November 2019	**Applicant/ Organisation**	Tainui Waka Primary School Kapa Haka Committee Inc
Event Venue	Claudelands Event Centre	**Event Type**	Cultural
Event Overview	Te Mana Kuratahi ki Tainui Waka 2019 (Tainui Waka Primary School Kapa Haka 2019) will see an unprecedented 63 Kura from 16 rohe throughout the country compete for the championship title of Toa Whakaihuwaka. Throughout the week-long event, 63 Kura comprising of 2520 tamariki will take the stage, where 26 Judges will critique and scrutinize each performance across 7 aggregate and 6 non-aggregate disciplines and upward of 180 volunteers per day over 2 sessions and event support staff will ensure the week runs smoothly and is a memorable and fulfilling experience for tamariki and whaanau.		
Target Market	The primary target group for this event is kura, whanau and the community. The secondary target group is the wider community. The event will draw attendees from throughout Aotearoa with 61 out of 63 kura coming from outside the city to attend.		
Event Objectives	1. To celebrate and promote Aotearoa's indigenous artform. 2. Increases awareness and use of Te Reo Maaori, an official language of NZ. 3. Strengthen cultural identity ambition for tamariki. 4. To instill a sense of tribal pride, self-esteem and confidence in our tamariki; in turn having a positive effect within their respective Kura and communities. 5. To encourage leadership among our tamariki.		
Attendance	Participants, spectators and trade 2,375 - from Hamilton 9,125 – from outside Hamilton	**Anticipated Bed Nights**	1030 in hotels, motels and camp grounds over 4/5/6 days = 4880 bed nights mainly in Hamilton plus marae accommodation of 6000 for 4 nights = 24,000 bed nights
External Funding	The event has significant levels of external funding including Trust Waikato ($10k confirmed) and Mercury Energy ($50k confirmed), with a unconfirmed external funding still to be negotiated from Te Matatini, Te Puni Kokiri, Te Matawai, Waikato Tainui, University of Waikato, Te Koaho Health, Te Runanga o Kirikiriroa, Te Awanuiarangi, Maniapoto Trust Board, Ruakawa Trust Board, E Tu Whaanau and Grassroots and DV Bryant Trust.		
Previous Council Support	This is a new event for 2020 and has not applied for funding previously from Council. He Management have confirmed hireage of the venue is at a non-subsidised rate.		
Past Event Performance	This event is being organised by a team of teachers and volunteers who have collectively supported and assisted with the organisation of events such as Koroneihana, Kiingitanga 160 celebrations, Waitangi Day, Matariki Celebrations, Tainui Games and Tainui Waka Primary Schools Kapa haka Competitions over numerous years. In addition, the event organisers are booked at a Council venue (H3 – Claudelands) to help support and showcase their event. A economic impact report from the 2017 event (Tairawhiti/Gisborne) referenced indicative figures showing more than $3.7m going directly back into the local economy through retail and accommodation sectors.		

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Sponsorship Benefits to Council	• The opportunity for the Mayor or delegate to attend the Poowhiri at Turangawaewae Marae. • The opportunity for the Mayor or delegate to present participant awards at the • prizegiving. • Hamilton city Council logo on all marketing collateral, programmes, inhouse televisions, big screens. • 4 x VIP tickets daily (includes Lunch) and 4 x GA admission daily • The opportunity to play a 2-3min Hamilton or Waikato promotional video throughout the week. • Verbal acknowledgement on stage • Space for an i-site or Information booth - Exposure of promotional material both inside and outside the venue, exposure of city and surrounds to visitors from throughout New Zealand who are staying for the week-long event. • Hamilton City and Waikato promotional flags both inside and out the venue • Council support acknowledged through venue signage, news and press/media releases, verbal presentations and public announcements, logo placement on all documents and advertisements and social media posts relating to the event
Sponsorship Requested	$50,000

Management assessment against criteria	**Score (5)**
Fit to Hamilton City vision and profile	4
City exposure benefits	3
Generation of overnight visitation to city	3
Generation of incremental income to city businesses	3
Number of anticipated participants	4
Utilisation of city assets	4
Total	**21 / 30**
Management Recommendation	

APPROVE $25,000
Recommended – strong national level cultural event with exceptionally high level of overnight visitation for the city, associated incremental income to city businesses, good fit for city profile and use of key asset.


TAINUI WAKA PRIMARY SCHOOLS KAPA HAKA COMMITTEE INC.
May 2019
Tooku awa koiora me oona pikonga he kura tangihia o te maataamuri
The river of life, each curve more beautiful than the last.
Naa Kiingi Taawhiao

Attachment 2

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He Kupu Whakataki

Tooku awa koiora me oona pikonga he kura tangihia o te maataamuri...

The river of life, each curve more beautiful than the last.



He hoonore he korooria ki Te Atua.
He maungaarongo ki runga i te mata o te whenua.
He whakaaro pai ki ngaa tangata katoa.

Teenei te mihi, te tangi, te poroporoaki ki ngaa parekawakawa o te w
Raatou katoa kua takahia atu raa ki i te ara tiiramarama,
taupoki atu raa koutou ki te opeopetai o tuupaapaku rau.
Haere, haere, whakangaro atu raa.

Ka huri te kei o tooku waka ki te piitau whakarei o te whakakotahitan
o ngaa iwi o te motu,
araa, ki too taatou Kiingi a Tuheitia e whakamanawatia nei i ngaa
oohaakii o te Mana Maaori Motuhake
e tuituia nei i a taatou, otiraa ki te Whare Kaahui Ariki.
Paimaarire ki a raatou katoa.

Ka huri ki a taatou nei urupaa o raatou maa.
Teenei ka mihi kau ake ki a taatou e haapai nei i ngaa mahi a oo taat
tuupuna maatua,
araa, ki ngaa mahi a Hine Reehia, a Taanerore e karangahia ake ki t
whai ao, ki te ao marama.
Tiihei mauri ora!

Event Goals

The provision of biennial events such as the Nationals creates an opportunity through the medium of Kapa Haka;

- To promote Iwi history, Iwi tikanga, Reo aa Iwi through the medium of Kapa Haka.
- To contribute to the future direction of Tribal Mataauranga Maaori and Te Reo objectives, by capturing digital recordings that may contribute to the corpus of material that one day may populate Tribal knowledge centres.
- To develop the performing, singing, agility and co-ordination skills of all participants with a view to further their participation at Secondary and Senior level in the future.
- To foster and strengthen core values such as Kiingitanga, whaanaungatanga, mahitahi, manaakitanga, kotahitanga within our whaanau and wider community.
- To instill a sense of tribal pride, self-esteem and confidence in our tamariki; in turn having a positive effect within their respective Kura and communities
- To preserve and maintain our tribal culture and heritage.
- To encourage leadership among our tamariki.



Attachment 2

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Project Plan

Scope & Target Group

SCOPE

e Mana Kuratahi ki Tainui Waka 2019 will see an nprecedented 63 Kura from 16 rohe throughout the ountry compete for the championship title of Toa Whakaihuwaka. Throughout the week long event, 63 Kura omprising of 2680 tamariki will take the stage, where 26 udges will critique and scrutinize each performance cross 7 aggregate and 6 non-aggregate disciplines and pward of 180 volunteers and event support staff will nsure the week runs smoothly and is a memorable and lfilling experience for our tamariki and whaanau.



TARGET GROUP

he primary target group for this event is kura, whaanau nd the community. The secondary target group is the ider community. We are hoping to raise awareness of oth Te Reo Maaori me Oona Tikanga to the wider ommunity including non Maaori.

Project Plan

Outcomes

OUTCOMES

- To celebrate and promote Aotearoa's indigenous artform.
- Increases awareness and use of Te Reo Maaori, an official language of NZ.
- Strengthen cultural identity ambition for tamariki.
- To instill a sense of tribal pride, self-esteem and confidence in our tamariki; in turn having a positive effect within their respective Kura and communities.
- To encourage leadership among our tamariki.

TARGET GROUP AND OUTCOMES

The primary target group for this event is kura, whaanau and the community. The secondary target group is the wider community. We are hoping to raise awareness of both Te Reo Maaori me Oona Tikanga to the wider community.



Attachment 2

Item 10

roject Plan

utcomes

his event will draw in whaanau and kura from throughout otearoa, their campaign starts as as soon as their egionals have chosen their teams for Nationals, Kura and haanau are canvassing the host rohe for accommodation nd activities to keep their tamariki occupied for the days ey are not performing. 61 of the 63 kura will remain in amilton for the 5 days.

here will be exposure of the event and city across from Te o Maaori news, Maaori Radio, and during the 5 day estream on Maaori Television's website.

hroughout the course of the week long event, whaanau nd supporters will converge on the city, that's a total of 520 perfomers and their whaanau and supporters.

he Mana of our Iwi rests on the shoulders of our organising ommiittee, so we are committed to showcasing the best of hat we have to offer, by providing packs for kura, outlining



Project Plan

Activities

he Steering Committee is comprised of teachers, tribal members and volunteers and have overall responsibility for the overall rganization and management of the event, many on our team have had experience in past National and Regional kapa haka events, oroneihana, Tainui Games, Tri Maaori and other tribal events.

he committee have regular 2-3 weekly hui to go over the progress of the overall organization, and we are managing correspondence nd project tasks using Trello. Lead roles have been delegated to members, which allows them to focus on their priority and report back the main committee at our bi-weekly hui. Engagement and negotiations with H3 was quite a major piece of work, given our event also pincides with the Waikato A & P Show.

Ve have just engaged our Marketing and Media services through Waikato Tainui.

he co-ordination required to house the 63 kura and whaanau has been a huge undertaking. 61 or the 63 roopuu are staying for the uration of the competition.

Ve have Leads responsible for the progress of the following areas;

tage, Stall holders, Volunteers, Judges, Adjudication,
ccommodation, Volunteer Catering, Poowhiri, Ticketing,
romotions and Marketing, Accreditation, Merchandise, Parakore,
ntertainment and group co-ordination.



Attachment 2

Item 10

Project Plan
Sponsorship Proposal

he Waikato region certainly has much to offer and we are proud to be able to nowcase this to the whaanau and supporters who over the course of the week are siting to support this event. For your consideration and support we are pleased of ffer the following througout the duration of the week long event;

- The opportunity for the Mayor or delegate to attend the Poowhiri at Turangawaewae Marae.
- The opportunity for the Mayor or delegate to present participant awards at the prizegiving.
- Hamilton city Council logo on all marketing collateral, programmes, inhouse televisions, big screens.
- 4 x VIP tickets daily (includes Lunch) and 4 x GA admission daily
- The opportunity to play a 2-3min Hamilton or Waikato promotional video throughout the week.
- Verbal acknowledgement on stage
- Space for an Isite or Information booth
- Hamilton City and Waikato promotional flags both inside and out the venue
- Hamilton Council will be mentioned in event Media release





Project Plan Timeline

TIMELINE	ACTIVITY	PROGRESS
May 2018	Tentatively book Claudelands	Quote received
Oct 2018	Elect Steering committee	Completed
Jan 2019	Start applications for funding	Commenced
Feb 2019	Open Registrations for kura	Completed
Mar 2019	Source accommodation for kura	Completed
Mar 2019	Confirm Judges liasion Confirm Kura liaison Book Wardens Book Turangawaewae Marae for Poowhiri	Confirmed Completed
April 2019	Sign contract with Claudelands	Completed
May 2019	Open registrations for stall holders	Not yet started
June 2019	Finalise Ticketek arrangements	Work in Progress

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Project Plan Timeline

TIMELINE	ACTIVITY	PROGRESS
June 2019	Confirm Judges	Work in Progress
July 2019	Confirm Montana catering arrangements	Work in Progress
August 2019	Sign Media Accreditation with Aotearoa Kapa Haka Ltd.	Work in Progress
Sept 2019	Confirm volunteers and responsibilities	Work in Progress
Sept- Oct 2019	Regular bi-weekly meetings to follow up on progress of each lead area	On-going
Nov 2019	Roopuu stage walk through	Not yet started
Dec 2019	Event Evaluation Accountability Reports	Not yet started
Feb 2020	Report back to Te Mana Kuratahi National body	Not yet started

Project Plan

Budget

EXPENSES		INCOME	
Judges Costs	$118,500.00	Registrations	$39,000.00
Administration	$3,500.00	Tickets Sales	$82,500.00
MC Koha	$5,000.00	Cash in the Bank	$6,000.00
Koha Stage team	$5,000.00	Tainui Waka Cultural Trust	$15,000.00
Venue Hire	$160,000.00	Trust Waikato	$10,000.00
Catering	$55,000.00	Mercury Energy	$50,000.00
Comms RTs	$2,500.00	Te Matatini (TBC)	$90,000.00
Inside charge on tickets sold	$82,500.00	Te Puni Kokiri (TBC)	$30,000.00
Taonga for participating kura	$5,360.00	Te Matawai (TBC)	$25,000.00
Lanyards	$750.00	Waikato Tainui (TBC)	$50,000.00
T-shirts Volunteers	$12,000.00	Waikato University (TBC)	$2,500.00
Website	$3,000.00	Te Kohao Health (TBC)	$2,500.00
Printing	$8,000.00	Te Runanga o Kirikiriroa(TBC)	$2,500.00
Stage LED Back drop	$25,000.00	Te Awanuiarangi (TBC)	$2,500.00
Photographers	$5,000.00	Maniapoto Trust Board (TBC)	$2,500.00
IT Equipment	$4,000.00	Raukawa Trust Board (TBC)	$2,500.00
Merchandising	$20,000.00	E Tu Whaanau (TBC)	$5,000.00
Entertainment	$10,000.00	Grassroots, DV Bryant Trust (TBC)	$2,500.00

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Project Plan

Benefits to Hamilton City Council

- Exposure of city and surrounds to visitors from throughout New Zealand who are staying for the week long event.
- Exposure of Promotional material both inside and outside the venue
- Verbal acknowledgement on stage
- Placement of Hamilton City Council as supporter of event on street LED screens and in house televisions and big screens
- Play Hamilton City Council & Region promotional video
- Engagement opportunity at Poowhiri, prizegiving and as VIP.





roject Plan

ATTENDANCE

umbers Expected	Hamilton	Outside Hamilton
articipants	240	2280
pectators	2120	6840
rade	15	5
olunteers	400	20

ENTRY FEES

dults	Kids
9.25 + fees	$5.25 + fees

ACCOMMODATION

Accommodation will be sourced throughout Hamilton and the wider region.

ource	Number of Beds	Number of Nights
otels	30	6
lotels	800	4
amping Grounds	300	5
ommunity Hall for Changing & ractice	9 halls booked	

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Project Plan
Marketing and Promotions

Marketing and Promotions will be managed by Waikato Tainui's communications team, with assistance from Radio Tainui.

ONLINE PLATFORMS

will primarily consist of and promotional video that will be disseminated across multiple social media platforms and websites.

PRINT MEDIA

here will also be posters and flyers which will be displayed in prime locations and be ent to all local primary and secondary schools.

RADIO ADVERTISING

here will be Radio Advertising across 21 iwi stations throughout New Zealand and funds ermitting we may even look at advertising on a commercial station.

COMPEITION GIVEAWAYS

un ticket and merchandise giveaways online and on radio.

PARTNERSHIPS

We will also leverage partnerships to assist with the promotion of our event




TOOKU AWA KOIORA
ME OONA PIKONGA HE KURA TANGIHIA O TE
MAATAAMURI

Attachment 2

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Tairawhiti Cultural Development Trust

REPORT

DATE: December 7, 2017

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Logo and Photographs

The 2017 Mana Kuratahi logo featured on the cover of this report was designed by Brandon Terekia of Digital Native Design. The kapa haka photographs have been provided by Aotearoa Kapa Haka Ltd, while others photos have been supplied by kapa haka whanau.








Mihi

Kei ngā uri o ngā tīpuna, tēna hoki tātau i te āhuatanga ki o tātau tini mate e tangihia tonutia nei, e mihia tonutia nei e tātau. E kore ra o koutou taonga e memeha. Koutou te hunga wairua kia koutou, tātau i a tātau anō ngā kanohi o te ora tēnā tātau katoa.

E mihi ana te ngākau ki a koutou e whakaaronui nei ki te Mana Kuratahi me ōna katoa. Kāti, kei ngā uri mō apōpō, mauriora ki a tātāu

Maui Tangohau
Tiamana
Tairawhiti Cultural Development Trust

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Abstract

2017 Te Mana Kuratahi has had a multi-layered impact on the Tairawhiti region. The event was hosted in Tairawhiti in 2009 and the cultural footprint left behind is just as significant eight years on. At least 50% of our community's cultural aspirations were elevated through this indigenous artform. The brand of kapa haka was received and recognised positively amongst whanau and friends. The economic impact has been important with indicative figures showing more than $3.7 million going directly back into the local economy through the retail and accommodation sectors. These results as well as demonstrating and advocating manaakitanga hosting responsibility does suggest that Tairawhiti is an indeed an event destination not to be missed.



This report offers up some of the highlights of the 2017 Te Mana Kuratahi.

Whakapapa

"Te Mana Kuratahi" was the name gifted by Takuta (Dr) Wayne Ngata in 2009. He provided the following korero (commentary) to articulate the philosophies on which mana Kuratahi mahi is founded.

"Ka tīkina atu te ingoa nei hei kaupapa mō te rōpū whāiti māna e tiaki ngā mahi whakataetae Kapa Haka mō ngā kura tuatahi o te motu. Heoi anō ko te tikanga o te ingoa nei he whakawhāititanga i ngā whakaaro nei, arā:

- *Ko te mana o ngā kura tuatahi;*
- *Ko te whakakotahitanga o ngā kura nei i runga i te kaupapa matua*



Ko te mana o te kura tuatahi ka mau i te hanga tamariki nei ki te papa whakatūwaewae hei kaupapa nui mā rātou ka pakeke haere nā i te kura. Kāti, kei hinga ki te tuhi kōrero kē hei ingoa, ka whakarāpopototia ēnei whakaaro ki Te Mana Kuratahi. Mauriora ki ā tātou tamariki, mauriora ki te kaupapa!"

pg. 5 Mana Kuratahi Report

Te Mana Kuratahi mission is to "nurture our tamariki in the traditional Māori performing arts and to develop, enhance and maintain a passion and enjoyment in the pursuit of Kapa Haka excellence".

Introduction



This report has been prepared by the Tairawhiti Cultural Development Trust to examine the hosting and financial responsibility back to Te Mana Kuratahi Komiti (committee), major sponsors, in-kind sponsors and most importantly the performers and their supporters. Before revealing these activities it is important to provide an insight into this iconic biennial cultural performing arts competition.

Te Mana Kuratahi is supported by the primary, intermediate and Kura Kaupapa Maori schools throughout Aotearoa. It is evident that this outstanding event achieves a number of cultural aspirations for individuals, Kura, schools and their communities.



Te Mana Kuratahi is about celebrating Aotearoa's indigenous art form; enhancing and encouraging the use of Te Reo Maori, an official language of NZ. Te Mana Kuratahi is a conduit of imparting intergenerational whakapapa and knowledge. It is a valuable portal to achieving cultural identity ambitions for both tamariki and rangatahi alike.

Te Mana Kuratahi journey commenced in 2000 with Tairawhiti hosting the competition twice, 2009 and 2017. The growth and interest amongst the kura of Aotearoa and their tamariki has grown significantly with teams entered in 2009 numbering 27 compared with 58 in 2017. The schedule below provides the names of the teams, rohe and the delegate for each ropu entered in 2017 Te Mana Kuratahi.

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Kaitakawaenga-a-rohe

ROHE	Mangai	KAPA
AOTEA KI TARANAKI (3)	Cheryl Luke-Maraki	Te Kāhui o Ngā Mātā Raukura Te Kura Takawaenga O Manukorihi Te Rā O Te Uru
AOTEA KI WHANGANUI (2)	Katrina Taura-Hiri	Ngā Rere A Tai Te Roimata A Ruatipua
MATAATUA KI DELAMERE (2)	Kararaina Dobie	Te Kura o Papatewhai TKKM o Waioweka
MATAATUA KI RANGITAIKI (3)	Ripeka Koia	Te Kura O Te Pāroa Te Kura O Te Teko-Ngā Taiohi Te Wharekura O Ruatoki
MATAATUA KI TAURANGA MOANA (5)	Jack Te Moana	Te Puna School Te Whanau o Te Maro Hauhake Te Wharekura o Mauao Te Wharekura o Tauranga Moana TKKM o Otepou
RANGITANE (4)	Lewis Karaitiana	Ngā Iti Rearea Ngā Pou O Tararua TKKM O Mana Tamariki TKKM O Manawatū
TAINUI (6)	Hohepa Hei	Te Kapa Haka O TKKM O Bernard Fergusson Te Rōpū Haka O Nōera Te Wharekura O Rakaumanga Te Wharekura O Te Kaokaoroa O Patetere Te Wharekura O Te Rau Aroha TKKM O Te Ara Rima
TAKITIMU (3)	Rongopai Kira	TKKM O Ngāti Kahungunu Ki Heretaunga TKKM O Ngāti Kahungunu o Te Wairoa TKKM o Te Wananga Whare Tapere o Takitimu
TAMAKI MAKAURAU (6)	Lucy Te Moana	Te Kapa Haka O Te Kura Takawaenga O Waitākere Te Kapa Puawai Te Kura Maori O Nga Tapuwae Te Manu Kai Miro Te Whānau Awhina TKKM O Puau Te Moananui A Kiwa
TE ARAWA (5)	Frances Wharerahi	Pukeroa Oruawhata Rotorua Intermediate Te Kura O Te Koutu Te Wharekura o Ngāti Rongomai TKKM O Ruamatā
TE AWAKAIRANGI KI WAIRARAPA (2)	Piki Hare	Ngā Puāwai O Te Kura Te Ara Whānui KKM O Ngā Kōhanga Reo O Te Awa Kairangi
TE TAIRAWHITI (5)	Taharakau Stewart	Nga Mokopuna o Te Hokowhitu a Tu

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		Te Kapa Hurutea o Horouta Wananga Te Roopu Kapa Haka o Manutuke Te Roopu Kapa Haka o Puhi Kāiti TKKM O Nga Uru a Māui
TE TAITOKERAU (5)	Fred Henare	Te Kapehu Whetu Paenuku Ngā Māhuri Te Roopu Atawhai Te Roopu Takawaenga o Te Rāwhitiroa TKKM O Pukemiro
TE TAU IHU O TE WAKA A MAUI (2)	Janis de Thierry	Tamariki Toa TKKM O Tuia Te Matangi
TE WHANGANUI A TARA KI OTAKI (4)	Te Rua Hiroti	Te Kapa Haka O TKKM O Ngā Mokopuna Te Kura Ā Iwi O Whakatupuranga Rua Mano TKKM O Te Rito Whitireia

Nga Tumau

The hosting of the 2017 event was a shared responsibility with Te Mana Kuratahi executive and Mangai focussing their attention on the competition rules and regulations. Tairawhiti Cultural Development Trust mahi on the other hand was centred on achieving the budget, event management and operational aspects. The names of the people behind the scenes are revealed in the schedules below.

TE MANA KURATAHI - NATIONAL EXECUTIVE 2017	
CHAIRPERSON	Jack Te Moana
SECRETARY	Kaareen Hoterini

TAIRAWHITI CULTURAL DEVELOPMENT TRUST	
TRUSTEE CHAIR	Maui Tangohau
SECRETARY	Te Owaina Gibson
TRUSTEE	Herewini Parata
TRUSTEE	Harata Gibson
TRUSTEE	Derek Lardelli
TRUSTEE	Wayne Ngata
TRUSTEE	Renata Kururangi
TRUSTEE	Raana Kerekere-Tangira
Advisors	Tama Brown
	Wi Pere Mita
	Tina Karaitiana

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Nga hua I puta mai

To enable Te Mana Kuratahi performers to gain entrance to this national performance stage, it is important to acknowledge their preparation, which includes a rigorous regional qualification process. It is not a small feat as the performers, tutors and supporters committed hundreds of hours to being recognised amongst the crème del la crème at Te Mana Kuratahi level.

2017 competition head judge, Turuhira Hare captured the sentiments well in her comments at this year's prizegiving, "*regardless of who comes out on top, we celebrate all your achievements, you are the future of kapa haka, and Māoridom is proud of them all*".



TE REO 1st – Rākaumanga - *Tainui* 2nd equal - TKKM o Te Ara Rima, Te Kura o Te Teko - Ngā Taiohi
WHAKAEKE 1st – Te Kura o Te Teko - Ngā Taiohi – *Mataatua-Rangitaiki* 2nd - Te Kapa Hurutea o Horouta Wānanga 3rd equal – Te Wharekura o Ngāti Rongomai, Rotorua Intermediate
MŌTEATEA 1st – Rotorua Intermediate – *Te Arawa* 2nd - TKKM o Waioweka 3rd – Te Kapa Hurutea o Horouta Wānanga
POI 1st – Te Kura o Te Teko - Ngā Taiohi – *Mataatua-Rangitaiki* 2nd - TKM o Ngā Tapuwae 3rd – TKKM o Ngā Uri a Māui
WAIATA Ā-RINGA 1st – Te Wharekura o Ngāti Rongomai – *Te Arawa* 2nd equal - Te Whānau o Te Maro Hauhake, Te Kura o Te Teko - Ngā Taiohi
HAKA 1st – Te Kura o Te Teko - Ngā Taiohi - *Mataatua-Rangitaiki* 2nd equal - Te Wharekura o Te Paroa, Te Kapa Haka o Te Kura Takawaenga o Waitākere
WHAKAWĀTEA 1st – Te Kura o Te Teko - Ngā Taiohi - *Mataatua-Rangitaiki* 2nd equal - Rotorua Intermediate, TKKM o Waioweka

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AGGREGATE RESULTS
1st – Te Kura o Te Teko - Ngā Taiohi - *Mataatua-Rangitaiki*
2nd – TKKM o Waioweka - *Mataatua-Delamere Cup*
3rd – Te Kapa Hurutea o Horouta Wānanga – *Tairawhiti*



NON-AGGREGATES

Waiata Tira
1st – TKKM o Puau Te Moananui a Kiwa – *Tamaki Makaurau*
2nd equal – Te Kura o Te Teko - Ngā Taiohi, Rotorua Intermediate

Titonga Hou – Waiata ā-ringa
1st equal – Te Kura o Te Teko - Ngā Taiohi - *Mataatua-Rangitaiki* , Te Wharekura o Ngāti Rongomai – *Te Arawa*
3rd equal – Rotorua Intermediate, TKKM o Waioweka, TKKM o Te Ara Rima

Kākahu
1st – Te Kapa Haka o Te Kura Takawaenga o Waitākere – *Tamaki Makaurau*
2nd – Te Kura o Te Teko – Ngā Taiohi
3rd equal – Rotorua Intermediate, Te Wharekura o Ruatoki

Kaitātaki Tāne
1st – Te Kura o Te Pāroa - *Mataatua-Rangitaiki*
2nd – Rotorua Intermediate
3rd – Te Wharekura o Ngāti Rongomai

Kaitātaki Wāhine
1st – TKKM o Waioweka - *Mataatua-Delamere Cup*
2nd – Te Kura o Te Teko - Ngā Taiohi
3rd equal – TKKM o Ngā Uri a Māui, Te Kura Māori o Ngā Tapuwae, Te Kapa Hurutea o Horouta Wānanga

Whaikōrero
1st – Te Kura o Te Pāroa - *Mataatua-Rangitaiki*
3rd equal – TKKM o Te Rito, Te Kura o Te Teko - Ngā Taiohi
2nd - Rotorua Intermediate

Te Aroha a Rangitāne Trophy *(Aggregate – Year 1-6 – Exclusively Primary Year Levels)*
1st – Te Rōpū Kapa Haka o Puhi Kaitī - *Tairawhiti*
2nd – Tamariki Toa - Te Pouahi
3rd equal – Te Kāhui o Ngā Mātā Raukura

Kaupoi

National Events such as Te Mana Kuratahi are hugely reliant on kaupoi (volunteer) support for without their generosity and commitment national events like these would not be possible in communities like ours. It is on that note that we acknowledge the army of kaupoi and thank them for their dedication and loyalty to the kaupapa. The countless hours offered, free of charge, ensured the success and an enjoyable experience was had by all who have made the effort to come to support their tamariki and mokopuna.



Tairawhiti Cultural Development Trust is indebted to the kaupoi who advocate and normalise the tikanga of manaaki.

2017 Te Mana Kuratahi involved 200+ kaupoi daily with an estimated benefit for their in-kind contribution estimated between $50-70,000 for the five days of competition plus pack in and pack down days.

Funders

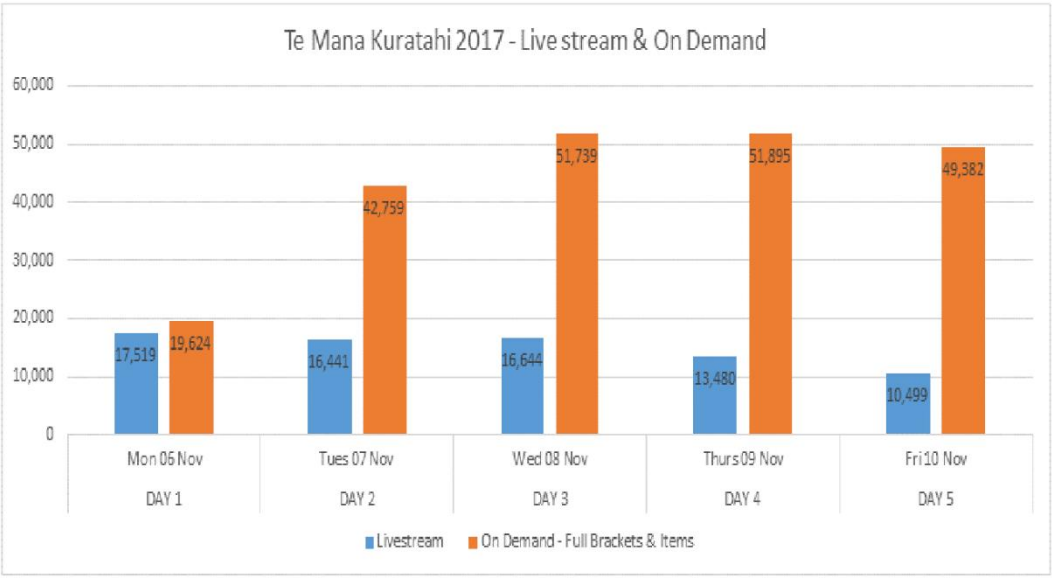
Tairawhiti Cultural Development Trust and Te Mana Kuratahi received great support from both local and national sponsors. This support was provided in the form of in-kind actions as well as financial contributions for which we are extremely grateful. Your support is not something we take lightly and is very much appreciated by everyone connected to Te Mana Kuratahi and the wider kapa haka whanau.

The family of sponsors included; Te Matatini Inc, Eastland Community Trust, Ministry of Education, Te Taura Whiri I te reo Maori, Lottery Grants Board, Eastland and Central Community Trust, NZ Community Trust, Te Puni Kokiri, Community Organisation Grants Scheme, Te Kohanga Reo National Trust, Te Runanga o Turanganui a Kiwa, Turanga Health Turanga Ararau, Te Reo Irirangi o Turanganui a Kiwa, Te Runanganui o Ngati Porou, Kaea Media, NZ Fire Service, NZ Police, Gisborne District Council, Digital Native Design, Maori Wardens, Tupz Builders and PB Rugby Football Union Inc.

Viewership statistics



The data captured in the graph below highlights the Live Streaming results and on-demand views. A total of 289,892 viewers took the opportunity of watching Te Mana Kuratahi via the internet.



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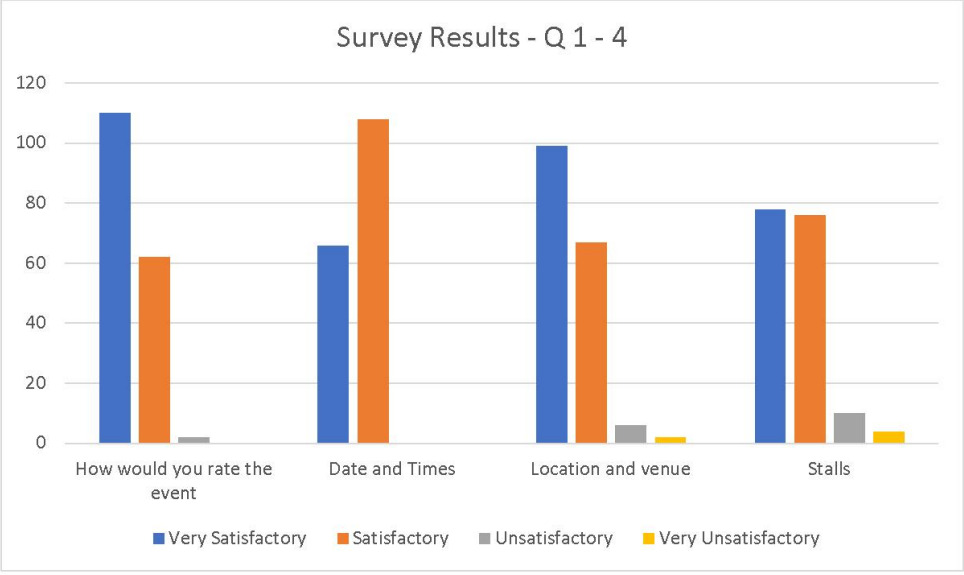
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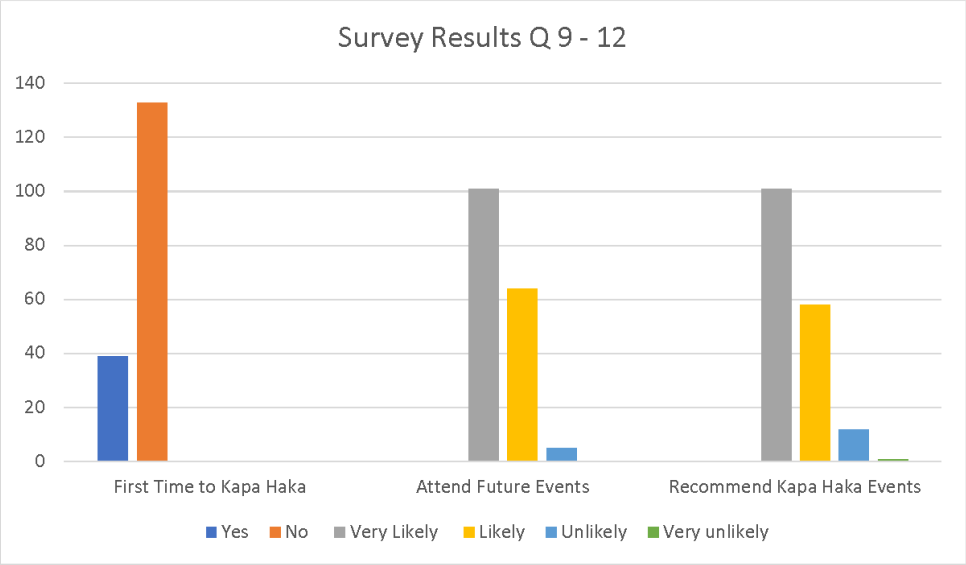
Kanohi ki te kanohi survey Results



As a means of improving and enhancing future events, Tairawhiti Cultural Development Trust included an event survey as one of the tools for the review process of Te Mana Kuratahi. 300 copies of the survey were distributed with 174 surveys completed by performers, stallholders, kaupoi, Kaumatua and audience participants. The following graphs show results from questions contained in the surveys. It is worth noting that the comments that were repeated are indicated in the graphs. The complete schedule of survey results is attached as an appendix and as there were very few *no comment* stats recorded, these figures are not shown.



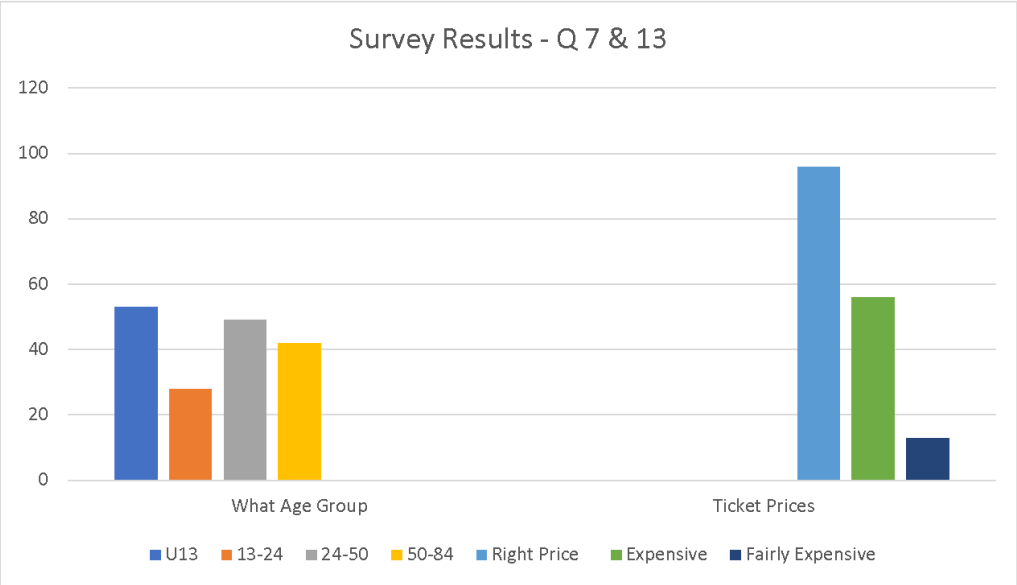
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Likes, dislikes and improvements

The key themes exposed from the Te Mana Kuratahi surveys showed that the majority enjoyed the kapa haka, whanau friendly environment as well as the Smokefree, drug free and alcohol, free event.

What respondents liked least, reverberating issues were parking, ticket prices and lack of shade. Suggested improvement solutions and strategies included music to hype up the crowd, ATM machines, healthy kai options, free Wifi, more screens just to name a few.



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Attendance and Audience

Based on **Iticket** information gathered through the online ticket sales and door sales traffic the results show that 7,462 tickets were sold for the event. These figures are further broken down to show pre-sales were just over 4,262 and real-time door sales of 3,200. 87% of ticket sales were generated through credit card transactions with 21% of door sale ticket payments made using eftpos.



Nga Kaiwhakawa

Like the performers, the judges appointed to Te Mana Kuratahi also underwent a demanding process to officiate at Te Mana Kuratahi. A total of 33 judges were appointed from across the motu (country), this number included nine reserves. The decisions made at times proved difficult at for judges with a number of disciplines revealing more than one winner or runners-up. TCDT wish to acknowledge and thank the ropu of judges for their valuable time, commitment and for sharing their kapa haka expertise throughout the week of competition.



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Nga Kaiwhakapaoho



Five MC's were selected for the event with Matai Smith taking on the lead role as master of ceremonies. Matai was joined by Ruth Smith, Tahua Pihema, Moerangi Taylor-Tihore and Te Rauhuia Ngata, all of whom are very competent and capable team of fluent Maori speakers. In addition to the 100% of reo spoken and conveyed through ropu performances the audience were also exposed to 85% spoken te Reo Māori from the MC's. Added to this, they are all Kaihaka.

Infrastructure and Signage



Rugby Park in Gisborne was identified as the venue for Te Mana Kuratahi and with that presented some challenges with a number of temporary structures being erected to meet the infrastructure requirements for the event. This included the performance stage, judge's podium, VIP viewing platform and lounge, restricted areas for the performers, a Kaumatua area and ticketing construct. Public parking and particularly access into the venue proved to cause concern amongst some patrons. Unfortunately, this was unavoidable as direct site access was restricted to performer and supporter buses, Kaumatua,

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disability parking, VIP parking and service and trades people. The carpark at the Gisborne Golf Club was used for media and kaupoi parking.

Bilingual signage was scattered across the venue and used to signpost specific event areas as well as entry points to and from the venue. The trustees of TCDT guided the translation process for the signs.

22 stalls were operating during the week these included sponsor marquees a mobile unit and a variety of food and refreshments sites.



Budget

The event budget forecast was just under $500,000 and it is pleasing to record the Trust has managed to achieve and work to budget. This is in line with Trust's own fiscal policy to break even or result in a small profit. While it is too early to predict the financial outcome, TCDT anticipate a positive result.

Conclusion



In conclusion, there were a number of key objectives identified by Tairawhiti Cultural Development Trust in accepting the hosting responsibility of Te Mana Kuratahi. They included a platform in which to highlight and achieve funder and sponsor expectations. Strengthening iwi and Māori leadership. Encouraging the revitalisation of the Māori language by exposing te Reo Māori to whānau Māori and other New Zealanders. In addition, working collaboratively to achieve community economic imperatives and increasing people capacity formed part of the decision making. These strands along with enhancing Tairawhiti regional's profile and exhibiting

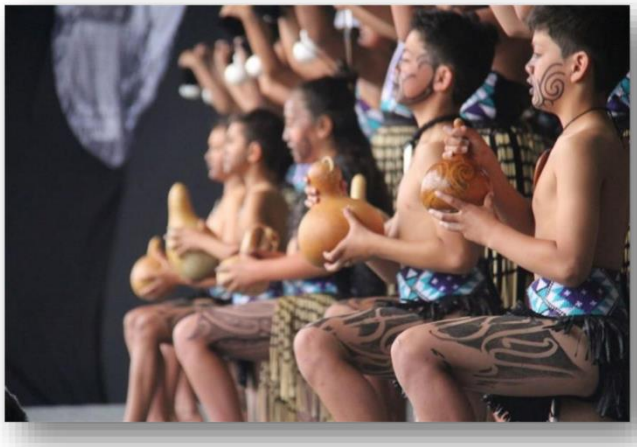
pg. 17 Mana Kuratahi Report

exemplars of manaakitanga and whakawhanaungatanga were critical to meeting our host's obligations.

Finally, Te Mana Kuratahi is a conduit in which the Trust has been able to celebrate, nurture our tamariki in the traditional Māori performing arts and continue to preserve, develop and maintain the passion and enjoyment in the pursuit of Kapa Haka excellence.

Kapa Haka is a traditional Māori performing art which promotes team work, choreography, precision timing, physical agility and fitness combined with singing. This art form tells tales of current affairs, history and whakapapa (ie genealogy) viewed through an indigenous lens.





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Appendix

Survey Results @ 27/11/17. 300 surveys were distributed and 174 responses collected.

1. ***Overall how would you rate the event?***

110	Very Satisfactory
62	Satisfactory
2	Unsatisfactory

Please rate the following aspects of the event?

2. **Date and Times**

66	Very Satisfactory
108	Satisfactory

3. **Location/Venue**

99	Very Satisfactory
67	Satisfactory
6	Unsatisfactory
2	Very unsatisfactory

4. **Food**

89	Very Satisfactory
70	Satisfactory
8	Unsatisfactory
2	Very unsatisfactory
5	No comment

5. **Stalls**

78	Very Satisfactory
76	Satisfactory
10	Unsatisfactory
4	Very unsatisfactory
6	No comment

6. ***What did you like about the event?***

60	Kapa Haka Performances
13	Whanau friendly environment
4	Smokefree, alcohol free and drug free event
96	All of the above
1	No comment

7. ***How would you rate the ticket price/s?***

96	Right price
56	Fairly expensive
13	Very Expensive

8. ***What did you least like about the event?***
   - ***Accommodation***
   - ***Food Options***
   - ***Weather***

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- *Need more Kaumatua tents*
- *Parking*
- *Shade*
- *Too much rubbish created, time to go eco friendly and plastic free and junk food free and fizzy drink free*
- *Signage for toilets, toilets too far away.*
- *Stall information inaccurate, did not receive value for money*
- *Putea to help fund schools to attend*
- *More screens*
- *Presentation of some stalls*
- *Cheaper tickets, concession for locals*
- *Power set up for stalls poor. Lost power during lunch period (over an hour) and paid substantial price for site.*
- *More shade across the venue*
- *More consideration to lay out of stalls, itemised invoice for costs.*
- *No 2017 merchandise for sale*
- *Organisation on the first day weak communication at venue, lack of care for performers and groups. Treat the first day the same as the last. Need to test elsewhere.*
- *Kai expensive*
- *Stage too small, bigger stage*

9. ***Was this the first time that you have attended a Kapa Haka event? If no how many other events have you attended?***

39	Yes
133	No
2	No comment

10. ***Based on your experience at this event, how likely are you to attend future events?***

101	Very likely
64	Likely
5	Not likely
4	No Comment

11. ***How likely are you to recommend our events to a friend/colleague?***

101	Very likely
58	Likely
12	Not likely
1	Very unlikely
2	No comment

12. ***Including yourself, how many others of your family and friends are attending this event?***

26	1 or two people
39	Three to five
26	Five to 10
82	10 or more
1	No Comment

13. ***What age group do you fit into?***

Under 13	*13-24*	*24-50*	*50-84+*	*No Comment*
53	*28*	*49*	*42*	*2*

14. ***Do you have any other suggestions or comments to help us improve our future events?***

- Music to hype crowd
- Healthy Kai
- Kaumatua very well looked after at all events
- Tairawhiti knows how to turn it on
- More choice of food and plastic free, its time
- Bigger Venue
- Put stage directly in front of grandstand. Have sound check for MC's couldn't hear from grandstand. Bigger Screen couldn't see.
- Big ups to our Maori Wardens and kaupoi
- Fair (stall) size for all
- Extremely impressed with standard of Kapa Haka within our Kura of Aotearoa
- Whanau priced ticket option
- Evening social events
- Positioning of stage and where Kaumatua were originally seated in the grandstand
- He spa kei hia
- Awesome, congratulations to everyone concerned
- Marketing and information sharing; eg Powhiri venue not known until day prior
- Good pre-communications leading up to the event, eg direction to the venue
- Allow whanau attending to take photographs of their groups or have photographs onsite
- More tables around stall area
- Have parking available for mums and young children. Long way to walk with babies and toddlers.
- Awhi Wyllie fantastic vendor liaison, sensible very willing to help.
- Friendly, helpful event staff
- Let whanau film and go live attach a hashtag #Manakuratahi etc
- ATM cash machines
- Include entrance closer to stalls
- More stalls
- Free WIFI access at venue

2019/20 Event Sponsorship Scorecard

Application Summary			
Event Name and Date	Hamilton Filipino Fiesta 25-27 October 2019	**Applicant/Organisation**	Waikato Filipino Association
Event Venue	Various across Hamilton	**Event Type**	Cultural
Event Overview	An event to celebrate the Filipino culture called *Pistang Pilipino 2019 sa Hamilton*. This is an annual event that is hosted each year across NZ to celebrate culture and tradition, food, sport, song and dance among Filipino and Filipino/Kiwi families.		
Target Market	Filipino organisations and members (families, friends and spectators) – due to location to Auckland this is an event that could easily attract 5000 + attendees. The number of filipino settling in the Hamilton and Waikato is increasing with an influx of young, skilled migrants in many sectors including health, dairy, engineering and IT.		
Event Objectives	1) To host a the most successful Pistang Pilipino / labour weekend gathering in NZ		
Attendance	Participants and Spectators 2020 – from Hamilton 4415 – from outside Hamilton	**Anticipated Bed Nights**	350 in hotels and motels across 2 nights = 700 majority home-hosted (2000 bed nights)
External Funding	Funding secured from several external parties (Trust Waikato, Ethnic Communities Development Fund) plus the event organisers are seeking commercial sponsorships.		
Previous Council Support	n/a		
Past Event Performance	An annual event that rotates throughout NZ – the WFA has hosted the event twice (2008 and 2011 in Hamilton. The organisers have significant expertise in organising events in Hamilton. The 2018 event was held in Rotorua and attracted 5000 over 3 days.		
Sponsorship Benefits to Council	• Advertising space in event programme • Promotion of council attractions to all organisations and teams in an information pack • Strategic placement of name and logo at all venues including pull up banners and outdoor banners • Council support acknowledged through venue signage, news and press/media releases, verbal presentations and public announcements, logo placement on all documents and advertisements and social media posts relating to the event • Up to 5 tickets for elected members to opening event, cultural night and Ms PhilNZ events		
Sponsorship Requested	$10,000		

Management assessment against criteria	Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	4
Generation of overnight visitation to city	3
Generation of incremental income to city businesses	4
Number of anticipated participants	4
Utilisation of city assets	3
Total	**22 / 30**

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Management Recommendation
APPROVE $5,000 Recommended – strong national event with a large number of expected visitors from outside the city and region with a good level of overnight visitation for city and associated incremental income to city businesses.

Business plan for *Pistang Pilipino 2019 sa Hamilton*

Date: 24 May 2019

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Marketing strategy and Budget 8

Organisation details

Organisation name	WAIKATO FILIPINO ASSOCIATION
Trading name	WFA
Established	30 June 2008 CC33096
Structure	Registered Charity
Date registered	30 June 2008
NZBN	9429043164295

Contact details	
Contact name	JOVI ABELLANOSA
Landline	07 838 6765
Mobile	0212851952
Email	Jovi.abellanosa@hcc.govt.nz
Physical address	
Postal address	PO Box 19164, Hamilton, 3244

Online/social media	
Website	https://www.waikatofilipino.org.nz/
Event website	http://www.pistangpilipino.co.nz/
Facebook	Waikato Filipino Association

Waikato Filipino Association

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Background

The Waikato Filipino Association is a social and cultural non-profit organisation based in and about Hamilton City. It was founded primarily to preserve and promote Filipino ideals, values, culture and tradition - especially song and dance among Filipinos and Filipino/Kiwi families.

WFA participates in local community events and activities that promote the culture of Filipinos. It also builds relationships with other community groups.

WFA provides services such as:

- Basic settlement support for new families (housing, employment, Justice of Peace, safety and other information)
- Connections to migrants, WFA members and the Filipino community in the Waikato region through regular programmes and events
- education in culture (cultural traditions, social cohesion, ethnic communication language skills)
- language, arts and culture (training and dance performance/arts and culture)
- enrichment of community of Filipino culture, arts and performance
- language lessons (Tagalog).

The Waikato Filipino Association will host the 20th year of the Labour Weekend gathering of Filipino organisations called *Pistang Pilipino 2019 sa Hamilton.* This Labour Weekend gathering officially started with Tauranga hosting the event in 1989. Since then the event has been hosted all over the country by Filipino organisations/associations in Auckland, Wellington, Christchurch, New Plymouth, Taranaki and Rotorua.

This is the third time Waikato Filipino Association will be hosting the event. The first event was in 2008 and held at the Mystery Creek Events Centre. The next one was in 2011 after the earthquake hit Christchurch and this was held at various locations in Hamilton.

There is a Federation of Filipino Associations, Societies and Clubs in New Zealand Inc. (FFASCNZI) with 32 members organisations. The organisations and their members participate in the various sports and cultural events run during the weekend. With family, friends and spectators, the event easily attracts at least 5,000 people.

WFA is a trusted organisation in the Federation and with its central location and close proximity to Auckland, a bigger number and a well-attended *Pistang Pilipino is expected.*

Waikato Filipino Association

Current position

- Waikato Filipino Association currently has 460 registered members.
- The Executive Committee has 14 members
- It has Basketball, Volleyball, Badminton and Tenpin bowling groups under it.
- In 2018-2019, WFA hosted the following events:

Event	Date	Venue
WFA AGM2017	June 2018	Settlement Centre Waikato
Independence Day Celebration	16 June 2018	Hamilton Gardens Pavilion
Battle of the Bands	6 October 2018	Hamilton Boys High School
Pasko sa Nayon	15 December 2018	Garden Place
2 Filipino Basketball tournaments	2018 2019	The Peak, Rototuna

Waikato Filipino Association

Our goal/mission

The goal for this event is to host the most successful Pistang Pilipino.

Our strategy

Key steps or jobs to do in achieving our goal/mission

1. Commitment by the Waikato Filipino Association Officers to the task of hosting the event.
2. Set up a Labour Weekend 2019 Committee to Coordinate. Allocate roles needed for the event.
3. Invited Harmen van Weerden to Co-coordinate as he was involved in previous events.
4. Prepared a To Do list
5. Prepared a Monthly Activities and Task List
6. Prepared a Budget for the Event
7. Identified Funders to apply to (HCC, Trust Waikato, Office of Ethnic Communities, COGS, Lottery etc)
8. Prepared a sponsorship proposal for business and other private sponsors
9. Liaise with Federation of Filipino Associations, Societies and Clubs in New Zealand Incorporated (FFASCNZI) and update them on planning developments
10. Booked and confirmed venues for the sports and cultural events
11. Set up a Pistang Pilipino Event Website separate from the WFA website.
12. Prepared a communication plan to promote the event not only among Filipinos but also to the wider public.
13. Set up a Google docs folder so everyone has access to the same documents
14. Set up a facebook LW2019 group to quickly send out messages and reminders
15. Meet twice a month to discuss how things are progressing

Waikato Filipino Association

Pistang Pilipino 2019 team

Current team

Name	JOVI ABELLANOSA
Role title	Coordinator
Key responsibilities	Oversee the organising and planning of the event Apply for funding
Qualifications/ Experience	Currently Ethnic Development Advisor for Hamilton City Council Member of the Indigo Festival Trust which organizes the Indigo Festival of Cultures at Hamilton Gardens. This is an event participated in by at least 25 different community groups. Committee Member of the New Zealand Ethnic Football Festival which holds an annual event in November with 24 diverse teams participating. Advises and helps organize other community events in the city.

Name	HARMEN VAN WEERDEN
Role title	Coordinator
Key responsibilities	Oversee the organising and planning of the event
Qualifications/Experience	Harmen was involved in the last two Labour Weekend events hosted in Hamilton. His experience as well as his objective view, will contribute to the success of the hosting of the event

Name	JUN VALENCIA
Role title	Vice Chairperson, Waikato Filipino Association
Key responsibilities	Liaises with the Federation and makes sure planning is on track Identifies and contacts potential sponsors of the event Coordinates all sports events
Qualifications/experience	Long-serving member of WFA Former chairperson Helped coordinate previous Labour Weekend events hosted by WFA He has been actively involved in the Waikato Filipino Association for more than 15 years so he know the ins and outs of the organization and the Federation we work with.

Waikato Filipino Association

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Responsibilities	Names
Funding and Sponsorship	Jovi Abellanosa Jun Valencia Inday Bernal
Media and Marketing	Gian Basagre Ritchelle Roycroft
Opening Night	Jovi Abellanosa
Pageant and Cultural Night	Corazon Blow Shirley Bath Gerie Gatmaitan
Kainan, musika atbp	Jennifer Gilchrist Gladys Stephens
Sports Events: **Basketball** **Badminton** **Volleyball** **Tenpin bowling** **Billiards and darts** **Table Tennis**	 Jun Valencia Ariel Imperial and Dante Rosillo Corazon Blow Harmen Van Weerden Mark Duran JR Adato
Diplomatic events	Corazon Blow Ritchelle Roycroft Myles Imperial

Market description

This is the 20th year that the Pistang Pilipino event is happening. Filipino organisations prepare and look forward to this event.

Last year's event was held in Rotorua, which was reported to have had at least 5000 people attending the 3-day event. WFA is confident about its ability to host the event as it has successfully hosted two other events before. Its proximity to Rotorua, Tauranga and especially Auckland makes it an accessible location and therefore higher participation and greater attendance.

Feedback from previous events hosted by WFA had been positive and so it is expected that more organisations will come and participate.

Waikato Filipino Association

Normally organisations have two years to plan before they bid to host a Labour Weekend gathering. WFA will only be limited by the capacity and availability of sports and cultural venues in Hamilton but it will still work to host a successful weekend where there is friendly sports and cultural competition, the enjoyment of food and other entertainment, connecting with other Filipinos from all over the country and more importantly welcome the wider community to be part of the weekend.

There are 35 official member organisations of the Filipino Federation from Canterbury, Otago, Wellington, Manawatu, Taranaki, Hawkes Bay, Bay of Plenty, Auckland and Waikato.

Marketing strategy and Budget

OBJECTIVE

- Host the most successful Labour Weekend Gathering in New Zealand.

Specifics:

- *Share diversity of Filipino culture*
- *get major and minor sponsorships to fully fund the event.*
- *Successfully access grants and funding from other funding organisations.*
- *Considering capacity of venue, attract most number of participants for the sports and spectators.*
- *Receive positive feedback from participants and guests.*

PRIMARY MESSAGES

- WFA will proudly host the *Pistang Pinoy 2019 sa Hamilton*, the biggest gathering of Filipinos.
- Come and be part of *Pistang Pilipino sa Hamilton*
- Check out the *Pistang Pilipino* website (currently under construction) where you can find all information about the event (Contact, sponsorships, participation etc)
- WFA also has a FB LW2019 Event page
- Participating organisations will be regularly updated and provided information via the website and other channels.

Define/list your target audience

- 35 Filipino associations and their members in New Zealand
- Filipino and other businesses to sponsor the event
- Funders
- Hamilton City Council

Waikato Filipino Association

- Other community groups

COMMUNICATION AND MEDIA CHANNELS

Pistang Pinoy event website - http://www.pistangpilipino.co.nz/
All Pistang Pilipino 2019 information and updates will be posted here

Pistang Pilipino 2019 sa Hamilton Facebook Event Page
This is get quick feedback from participants and spectators. People can like and share photos.

WFA Website
The WFA website will have some information but will direct viewers to the Pistang Pinoy website.

Emails
Formal communications to Federation officers, guests to be invited, other Filipino federation members will be via email.

PROMOTIONS

1. Strategic placement of media collaterals (name, logo, banner) across all venues with an estimated spectator reach of at least 5000 for the two days.
    1. Hamilton City on street promotional
    2. I-Site
2. Online promotion of the event
    1. Hamilton City online promotional portfolio (WhatsON Hamilton and Our Hamilton)
    2. Hamilton City Council facilities (7 Hamilton Libraries, i-SITE and community centres)
    3. BizHamilton
    4. Hamilton Central Business Association
3. Logo and website link in the WFA website and Pistang Pinoy social media outlets.
4. Acknowledgment in promotional emails
5. Print and other media:
    1. Waikato Times (September and October)
    2. Community Papers: Hamilton News and Hamilton Press (pre and post event)
    3. Filipino Migrant News
    4. A3 POSTERS, Corflute banners
    5. FreeFM Community Radio

Waikato Filipino Association

Feedback

- Formal survey to associations after the event
- Survey forms at various venues request volunteers
- Keep track of ongoing FB comments
- Request feedback from guests

WFA PISTANG PILIPINO 2019 SA HAMILTON				
INCOME	**AMOUNT**	**QTY**	**TOTAL**	
Waikato Filipino Association	$5,000.00	1	$5,000.00	confirmed
Ethnic Communities Devt Fund	$5,000.00	1	$2,300.00	confirmed
Trust Waikato R1 2019	$5,000.00	1	$4,000.00	confirmed
HCC Events 2019	$10,000.00	1	$10,000.00	30 May closing
Lottery	$10,000.00	1	$10,000.00	June closing
COGS	$5,000.00	1	$5,000.00	
Exclusive Sponsor	$20,000.00	1	$20,000.00	
Platinum Sponsor	$15,000.00	1	$15,000.00	
Gold Sponsor	$10,000.00	1	$10,000.00	
Basketball - Registrations 1 Mens Open	$250.00	32	$8,000.00	
Basketball - Registrations 2 (Juniors)	$250.00	25	$6,250.00	
Volleyball Registration	$35.00	10	$2,500.00	
Badminton Registration	$35.00	100	$3,500.00	
Bowling Registration	$25.00	30	$1,050.00	
Billiards/Darts & Table Tennis	$25.00	25	$625.00	
Food and other stall registrations	$ 100.00	20	$ 2,000.00	
Total Income			**$103,225.00**	

Waikato Filipino Association

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WFA PISTANG PILIPINO 2019 SA HAMILTON	
ITEM	**EXPENSE**
Basketball*	$21,700.00
Volleyball*	$11,600.00
Badminton*	$5,000.00
Tenpin Bowling*	$2,500.00
Billiards/Tennis/Table tennis*	$1,250.00
Cultural/Talent	$12,500.00
Pageant	$14,000.00
Kainan, musika atbp	$5,500.00
Mobile Consular	$500.00
Media/Promotions	$9,304.50
Coordination/Administration	$2,000.00
Total	**$85,854.50**

Waikato Filipino Association

Communication Plan
Pistang Pilipino 2019 sa Hamilton

January 2019

Background

The Waikato Filipino Association will host this year's Filipino Labour Weekend Gathering in Hamilton. This is short notice as it was offered after Auckland withdrew from hosting it this year.

OBJECTIVE

- Host the most successful Labour Weekend Gathering in New Zealand.

Specifics:

- Share diversity of Filipino culture
- get major and minor sponsorships to fully fund the event.
- Successfully access grants and funding from other funding organisations.
- Attract most number of participants for the sports and spectators.
- Receive positive feedback from participants and guests.

PRIMARY MESSAGES

- **WFA will host the 2019 Labour Weekend gathering of Filipinos in New Zealand.**
- **WFA has an updated website where you can find all information about the event (Contact, sponsorships, participation etc)**
- **WFA also has a FB LW2019 Event page**
- **Participants and the general public will be regularly informed**
- *Come and be part of the 2019 Labour Weekend Gathering*

Define/list your target audience

- Filipino associations in New Zealand
- Filipino businesses
- Funders
- Hamilton City Council
- Other ethnic groups

Pistang Pinoy 2019 Communication Plan

COMMUNICATION AND MEDIA CHANNELS

Pistang Pinoy event website - http://www.pistangpilipino.co.nz/
All Pistang Pilipino 2019 information and updates will be posted here

Pistang Pinoy 2019 Facebook Event Page
This is get quick feedback from participants and spectators. People can like and share photos.

WFA Website
The WFA website will have some information but will direct viewers to the Pistang Pinoy website.

Emails
Formal communications to Federation officers, guests to be invited, other Filipino federation members will be via email.

PROMOTIONS

1. Strategic placement of media collaterals (name, logo, banner) across all venues with an estimated spectator reach of at least 5000 for the two days.
    1. Hamilton City on street promotional
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2. Online promotion of the event
    1. Hamilton City online promotional portfolio (WhatsON Hamilton and Our Hamilton)
    2. Hamilton City Council facilities (7 Hamilton Libraries, i-SITE and community centres)
    3. BizHamilton
    4. Hamilton Central Business Association
3. Logo and website link in the WFA website and Pistang Pinoy social media outlets.
4. Acknowledgment in promotional emails
5. Print and other media:
    1. Waikato Times (September and October)
    2. Community Papers: Hamilton News and Hamilton Press (pre and poste event)
    3. Filipino Migrant News TBC
    4. Business News Hamilton
    5. A3 POSTERS, Corflute banners
    6. FreeFM Community Radio

Identify ways to get feedback. ...

- Survey forms at various venues request volunteers
- Keep track of ongoing FB comments
- Formal survey to associations after the event
- Request feedback from guests

Pistang Pinoy 2019 Communication Plan

RISKS and Mitigation

FUNDING **WFA does not receive enough funding**	**From January to March work on major and minor sponsorships to reach the budget of $80000**
Non-compliance of exclusivity agreements by teams and other businesses	**Emphasise/highlight messaging of 'exclusivity' to all organisations and associations involved.** **Require signed confirmation to the agreement.** **Hire volunteers and community support to help make sure that there are no 'stealth' promotions.** **Implement sanctions when necessary.**
Teams don't play fair and major protests ensue	**Require each association to have a Lead Sports Coordinator who will be responsible for keeping the rules and making sure their association/group play fair.** **Aside from Lead sports coordinator, each sports team will have a coordinator who will also be responsible for their sports team.**
WFA does not attract enough sports and cultural participation from Filipino associations	**Prepare communication plan** **Send out invitations by May**
Rubbish and vandalism in the various venues	**Emphasise messaging on waste management and making sure we leave the venues as we hired them.** **Hire rubbish bins from Waste Management to be made available at the various venues.** **WFA signed venue hire agreements that assured venues are returned to their original state.**
SAFETY	**Inform NZ Police c/o Sgt Pere Paea about the event.** **Request assistance from Community Ethnic Safety Patrol Team**
Major civil defence or emergency a few weeks before or during the event	**Prepare a Civil defence emergency plan.** **Inform CDEM about LW 2019**

Pistang Pinoy 2019 Communication Plan

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Pistang Pinoy 2019 Communication Plan

Waikato Filipino Association

PROGRAMME OVERVIEW

DAY	TIME	ACTIVITY	VENUE
FRIDAY 25 October	6 to 7.30 pm 8 to 10.30 pm	OPENING and Welcome *Halubilo sa Cossie* Informal welcome to teams with some entertainment.	The Link, Cr Te Aroha st and River Road, Hamilton East Cosmopolitan Club 32 Claudelands Road, Hamilton East
SATURDAY 26 October	8am to 5pm	Basketball Open Basketball Juniors	Hamilton Boys High School Gym, Peachgrove Road, Hamilton East The Peak, 1 Kimbrae Drive, Rototuna North
	8am to 5pm	Volleyball - Men Women and Mixed	Fraser High School Gym, 72 Ellicott Road, Nawton
	8am to 5pm	Badminton	Eastlink Badminton Stadium, 30 Old Farm Road, Hamilton East
	8am to 5pm	Billiards and Darts	Cosmopolitan Club 32 Claudelands Road, Hamilton East
	8am to 5pm	Table Tennis	Cosmopolitan Club 32 Claudelands Road, Hamilton East
	8am to 5pm	Tenpin Bowling	The Boulevard, Skycity Hamilton, Victoria Street
	9.0am to 5pm	Kainan, musika, atbp	Hamilton Boys High School, Peachgrove Road, Hamilton East
	7 to 10pm	Cultural Night: Pinoyz Got Talent	Southwell School Centre of Performing Arts, 200 Peachgrove Road, Claudelands
	9.30am to 12.30	Migrant Community Forum	TBC Hamilton Boys High School Peachgrove Road, Hamilton East

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DAY	TIME	ACTIVITY	VENUE
SUNDAY **27 October**		Mass and church services	Multiple Venues TBC
	10am to 12pm	FFASCINZ AGM	TBC HBHS Hall, Peachgrove Road, Hamilton East
	8am to 5pm	Basketball Open Basketball Juniors	Hamilton Boys High School Gym, Peachgrove Road, Hamilton East The Peak, 1 Kimbrae Drive, Rototuna North
	8am to 5pm	Volleyball Men,Women and Mixed	Fraser High School Gym, 72 Ellicott Road, Nawton
	8am to 5pm	Badminton	Eastlink Badminton Stadium, 30 Old Farm Road, Hamilton East
	8am to 5pm	Billiards and Darts	Cosmopolitan Club 32 Claudelands Road, Hamilton East
	8am to 5pm	Table Tennis	Cosmopolitan Club 32 Claudelands Road, Hamilton East
	8am to 5pm	Tenpin Bowling	The Boulevard, Skycity Hamilton, Victoria Street
	7 to 11pm	Miss Philippines-New Zealand Pageant and Closing	Southwell School Centre of Performing Arts, 200 Peachgrove Road, Claudelands
Thursday 24 to **Sunday** 27 October	9am to 6pm	Consular Services	Settlement Centre Waikato, 46G Boundary Road, Hamilton

MONTHLY ACTIVITIES AND TASKS PISTANG PILIPINO 2019

MONTH	DATE	TASK	STATUS: to do, done, in progress	REMARKS
AUGUST 2018		Officially accepted offer by Filipino Federation of Associations Societies and Clubs in New Zealand Inc (FFASCNZI)	CONFIRMED	
SEPTEMBER		Jovi Abellanosa and Harmen Van Weerden confirmed as Coordinators of Pistang Pilipino 2019 Apply for funding to Trust Waikato Apply for funding to Ethnic Communities Development Fund	CONFIRMED DONE DONE	
OCTOBER		Set up committees for LW2019	DONE	
NOVEMBER		Scheduled and booked Trust Waikato Rooms for regular monthly meetings	DONE	
DECEMBER	6	$2300 Funding from Ethnic Communities Development Fund	CONFIRMED	
		$4000 Funding from Trust Waikato	CONFIRMED	
JANUARY				
February	13	Met with FFASCNZI officials in Auckland	DONE	
		Draft sponsorship proposals	done	
		Consult Community Law re sponsorship contracts	Done	

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MARCH		Apply for Funding to HCC	DONE	
APRIL				
	19	Finalise sponsorship proposal	done	
	19	Booking The Link for Opening Programme	done	
	29	Send sponsorship proposal to federation	done	
	29	Send LW2019 plan and budget to Federation	done	
	30	Finalise list of current and potential sponsors and donors	ongoing	
	30	Get PRINTING quotes for programme, posters, banners and others	DONE	Printhouse, Sky Digital and fusion print
May	2	FUNDING Start documents on Hamilton City Major Events Funding application	In progress	
	18	Meet with Federation officers in Auckland	done	
	20	Send 'keep the date' for VIPS Prime Minister MP Tim, David, Jamie New Filipino MP Atty Paulo Garcia Mayor Andrew King Councillors and other guests	DONE In progress	
	22	Submit application to COGS	done	
	27	Get quotes for medals and trophies	In progress	

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	27	Send exclusive sponsorship documents to Western Union	DONE	
	30	Develop Pistang Pilipino 2019 website www.pistangpilipino.co.nz -Apply as sponsor or donor -Register as volunteer -Register participation on LW2019 -Info Pack -Sponsors -LW2019 Committee (photo and blurb) -Program -Venue map -Photos	In progress	
	30	FUNDING: Submit HCC Major Events Funding application	DONE	
June	3	Open Expressions of Interest for Sponsorships and donors - Mail out to current supporters - Post on WFA facebook and Pistang Pilipino 2019 website		
	3	Send progress report to Federation		
	3	Mail out LW2019 Information pack to associations, societies and clubs including registration and fees - Covering letter - FFASCNZI sports rules - Miss PhilNZ rules - Pinoys Got Talent - Hamilton Venue Map - Sponsorship letter -Reminder of registration of members		
JUNE	7	Reminder to associations of early bird, normal, deadline		

		and late registrations. 1 June early bird registration with 10% discount on fees.		
	6	Open FUNDING: Apply to Lottery for Funding		
	21	Order medals and trophies, committee uniforms		
	21	Wel energy quick response grant application		
	30	Deadline of early bird registration		
JULY	1	Regular registration - normal fees apply		
	13	Present Final event plan to Federation		
	18	Lottery funding closing		
	31	Invitation performers for Kainan, Musika atbp (bands, individuals, diverse performances)		
	31	Close of regular registration		
AUGUST	1-16	Late registrations will incur 50% penalty		
	23	Second written progress update to the Federation		
	23	Get quotes for banners		
	30	Update website		
SEPTEMBER				
	6	Print souvenir programme		
	20	Send out FINAL SCHEDULE OF LABOUR WEEKEND ACTIVITIES		

OCTOBER	4	Progress update to Federation		
	4	Send final reminder to participating associations and clubs		
	11	Send out souvenir programmes, complimentary tickets to sponsors, federation and other guests		
		Weekly Meeting with WFA Committee to		
	25- 27	PISTANG PINOY 2019 SA HAMILTON		
NOVEMBER	1	EVENT DEBRIEF		
		PREPARE ACCOUNTABILITY AND OTHER REPORTS		

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Pistang Pilipino 2019

Sponsorship proposal to HAMILTON EVENTS

May 2019

Jenny Lavis
Major Event Sponsorship

Dear Jenny,

Re: SPONSORSHIP

Mabuhay!

Thank you for taking time to read the Waikato Filipino Association's sponsorship proposal for the Annual Labour Weekend - **Pistang Pilipino 2019 sa Hamilton** gathering from Friday 25 to Sunday 27 October 2019.

Proposal

The Waikato Filipino Association (WFA) would like to propose that
Hamilton City Council sponsor the biggest annual Labour Weekend gathering of Filipinos in New Zealand in 2019.

There are four MAJOR sponsorship categories:

- **Silver ($10000 - 12499)**
- **Gold ($12,500 - 14,999)**
- **Platinum ($15,000 and over)**

and EXCLUSIVE[1] - $ 20,000 and over.

[1]Following FFASCNZI Hosting Policy

There are also four **Minor sponsorship categories**:

- **Red (($7,500 - 9,999)**
- **BLUE ($5,000 - 7,499)**
- **YELLOW (2,500-4,999)**
- **WHITE (1000-2500)**

Background

The WFA has been in existence since 1992, establishing itself as an important Filipino organisation serving the interests and needs of Filipinos in Hamilton and the Waikato. During this period, it has successfully hosted two Labour Weekend gatherings. The first and largest one in 2008 was held at Mystery Creek Events Centre and the second one was held on short notice in 2011 when Christchurch was damaged by the earthquake.

The Filipino community in New Zealand has increased rapidly in the last 10 years doubling numbers and bringing us to one percent of the NZ population. We have seen an influx of young, skilled migrants in the health, dairy, engineering, IT, hospitality industries and other sectors. This is also reflected in the number of Filipinos now settling in Hamilton and the Waikato.

Normally, hosts have two years from when the bid is made to when they host the gathering. In the case of WFA, the challenge and opportunity to host the 2019 event was offered by the Federation in the middle of 2018. The WFA Committee has agreed and accepted the challenge.

Generally, the two-day event will include the following:

1. **Opening night welcome and entertainment**.
    a. Formal opening will be held at The Link. A mix and mingle event with light supper provided. Aside from the Filipino Federation representatives, Members of Parliament, Mayor and Councillors, ethnic community representatives and businesses sponsors will be invited to attend.
2. **Kainan, Musika atbp** (*Food, music and others*). Just like the 'fiestas' back home, food and music cannot be missed. During the day, there will be a variety of Filipino food and craft stalls plus ongoing variety of entertainment. This will be held at the Hamilton Boys High School Grounds.
3. **Sports competitions** on Saturday and Sunday in venues (see map) across the city. The following games will be played:
    a. Basketball (Open) at Hamilton Boys High School
    b. Basketball (Junior) at The Peak
    c. Volleyball at Fraser High School
    d. Badminton at Eastlink Sports Centre
    e. Billiards at Cosmopolitan Club
    f. Darts at Cosmopolitan Club
    g. Table Tennis at Cosmopolitan Club
    h. Bowling at Skycity The Boulevard
    i. other events could be added later.

4. **Cultural Night and Pinoys Got Talent.** This will be on Saturday where representatives from various associations can compete and showcase their talents. This will be at the Southwell School Centre of Performing Arts.
5. **Miss Philippines-NZ pageant and Closing Programme** on Sunday. The highlight of the event is the selection of the Miss Philippines-NZ, chosen from the representatives of any of the registered Filipino Associations in New Zealand. This will also be held at the Southwell School Centre of Performing Arts.
6. **Consular Services.** As an added service the Philippine Embassy offers Consular Services from Wednesday 23 October to Sunday 29 October. This will be at the Settlement Centre Waikato.

In keeping with the Waikato Filipino Association's reputation of successfully organising and hosting quality Labour Weekend gatherings, we will invite regular supporters such as Hamilton City Council as well as seek new partners to support and help make this event a success.

Sponsor Benefits

There will be a positive brand association with the Waikato Filipino Association and the established annual Labour Weekend Gathering of Filipinos in New Zealand.

Depending on level of sponsorship, the following are on offer:

1. Strategic placement of media collaterals (name, logo, banner) across all venues with an estimated spectator reach of at least 5000 for the two days.
    1. Hamilton City on street promotional
    2. iSITE
    3. Pull up banners inside main venues
    4. Outdoor banners is selected locations
2. Online promotion of the event
    1. Hamilton City online promotional portfolio (WhatsON Hamilton and Our Hamilton)
    2. Hamilton City Council facilities (7 Hamilton Libraries, i-SITE and community centres)
    3. BizHamilton
3. Logo and website link in the WFA website and Pistang Pinoy social media outlets.
4. Acknowledgment in promotional emails
5. Print and other media:
    1. Waikato Times
    2. Community Papers: Hamilton News and Hamilton Press
    3. Poster and flyers
    4. FreeFM Community Radio
6. Advertising space (according to sponsorship) in the souvenir programme
7. Acknowledgment and logo in the projected screens during cultural events.
8. Verbal acknowledgment in all programmes
9. Acknowledgment in print and media releases.

Major Sponsorship

Type of Sponsorship	EXCLUSIVE ($20,000 and over)	PLATINUM ($15000 - 19,999)	GOLD (12,500-14,999)	SILVER ($10,000 -12,499)
Exclusivity	YES No other major or minor sponsor will be in the same business or in competition with the exclusive sponsor Sports uniforms will not have the name or logo of a competitor of the sponsor Cultural performers will not use props that show competitor names or logos	NO	NO	NO
Stage and venue (projected on screen and air time)	YES Logo with main event page 30-minute airtime Kiosk and strategic banner space at the venue	Yes Logo with main event page 15-minute airtime Kiosk and strategic banner space at the venue	Yes Sponsors logo projected on screen plus verbal acknowledgment Kiosk and pull up banner space at the venue	Yes Sponsors logo projected on screen plus verbal acknowledgment Kiosk and pull up banner space at the venue
Logo on all media collateral: banners, posters, flyers	YES	YES	YES	YES
Company logo, listing, and/or link on the WFA Pistang Pinoy website	yes	yes	Yes	Yes
Advertising space in A4 Souvenir programme	Yes Two- page spread	Yes Full page back cover	Yes Full page (inside back cover)	Yes Full page

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Programme invitation	Opening programme 15 TICKETS Cultural Night 15 tickets with reserved seating Miss PhilNZ 15 tickets with reserved seating	Opening programme (up to 10 tickets) Cultural Night (up to 15 tickets with 10 reserved seating) Ms PhilNZ (up to 15 tickets with 10 reserved seating)	Opening programme (up to 5 tickets) Cultural Night (up to 10 tickets with 5 reserved seating) Ms PhilNZ (up to 10 tickets with 5 reserved seating)	Opening programme (up to 5 tickets) Cultural Night (up to 10 tickets with 5 reserved seating) Ms PhilNZ (up to 10 tickets with 5 reserved seating)
Note	The Federation of Filipino Association and Societies and Clubs in New Zealand Incorporated also has guidelines that WFA as host will need to adhere to.			

Donor Benefits

There will be a positive brand association with the Waikato Filipino Association and the established annual Labour Weekend Gathering of Filipinos in New Zealand.

Depending on the amount donated, the following are on offer:

1. Advertising space in the Pistang Pilipino 2019 Souvenir Programme
2. Logo and listing in Listing and website link in the WFA website.
3. Stall space at the Kainan, musika atbp
4. Acknowledgment and logo in the projected screens during the evening programme events.
5. Verbal acknowledgment in all programmes

Donation rates

Type of Sponsorship	**RED ($7,500 - 9,999)**	**BLUE ($5,000 - 7,499)**	**YELLOW (2,500-4,999)**	**WHITE (1000-2500)**
Venue	Verbal acknowledgment In the programmes Donor listing projected on screen	Verbal acknowledgment in the programmes Donor listing projected on screen	Verbal acknowledgment In the programmes Donor listing projected on screen	Verbal acknowledgment in the programmes Donor listing projected on screen

WFA Hamilton Sponsorship Proposal 2019

Waikato Filipino Association

Company logo, listing, and/or link on the WFA Pistang Pinoy website	yes	yes	Yes	Yes
Advertising space in A4 Souvenir programme	Half page	One third page	One fourth page	Donor Listing
FREE Stall space at *Kainan, musika, atbp*	yes	yes	One day	One day
Programme invitation	Opening programme 3 tickets Cultural Night 5 tickets Miss PhilNZ 5 tickets	Opening programme 3 tickets Cultural Night 3 tickets Ms PhilNZ 3 tickets	Opening programme 3 tickets Cultural Night 3 tickets Ms PhilNZ 3 tickets	Opening programme 2 tickets Cultural night 2 tickets Ms PhilNZ 2 tickets

The Sponsorship Committee will be happy to answer your queries and meet with you to discuss this proposal in more detail.

Maraming Salamat. Thank you for your interest and attention.

Contacts

JOVI ABELLANOSA 0212851952
HARMEN VAN WEERDEN 027 498 8801
info@pistangpilipino.co.nz
LW2019 Coordinators

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CASHFLOW PROJECTIONS FOR WFA PISTANG PILIPINO 2019

	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER
OPENING BALANCE		**17892.27**	**56372.27**	**81352.27**	**87832.27**	**77282.27**
Registrations		10000	10000	3000		
Sponsorship		20000	10000	7500	2500	
Grants		10000	5000			
Total		**40000**	**25000**	**10500**	**2500**	**0**
Cash Out						
Media and marketing				4000	3000	2000
Venue, stage and sound					10000	10000
Cultural events		1500				8000
Volunteer						1500
Other operating		20	20	20	50	2000
TOTAL		**1520**	**20**	**4020**	**13050**	**23500**
CASH FLOW		**56372.27**	**81352.27**	**87832.27**	**77282.27**	**53782.27**

NOVEMBER	DECEMBER
53782.27	**47782.27**
0	**0**
	2500
4000	1000
2000	500
6000	**4000**
47782.27	**43782.27**

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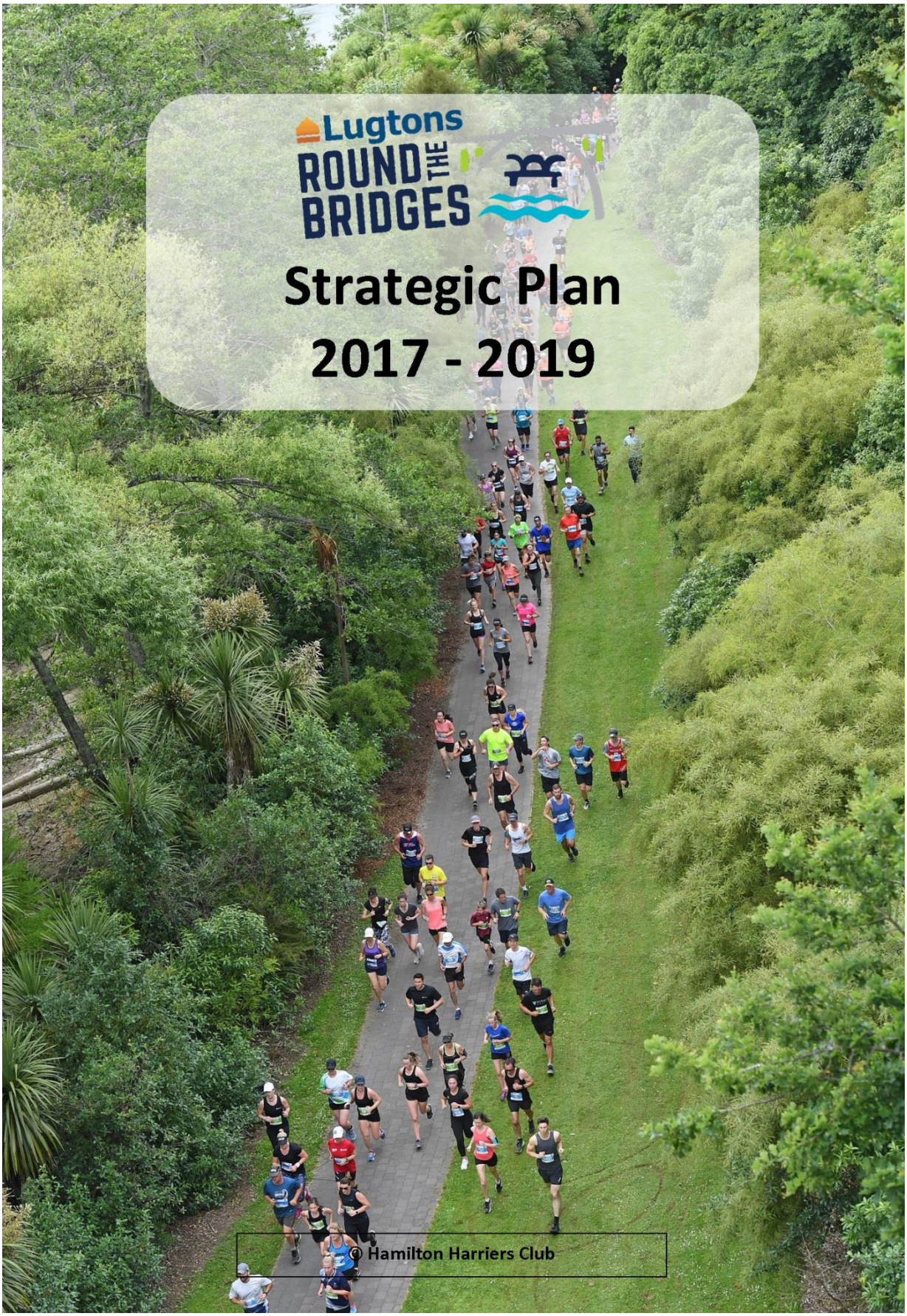
2019/20 Event Sponsorship Scorecard

Application Summary			
Event Name and Date	Round the Bridges 17 Nov 2019	**Applicant/Organisation**	Hamilton Harrier Club Inc and Classic Events Limited
Event Venue	Garden Place, Civic Square, Council Buildings, Victoria Street, Hamilton Gardens, Waikato River paths and various other streets over the course.	**Event Type**	Sports
Event Overview	Round the Bridges is one of NZ's oldest annually contested events and attracts participants of all ages for a 1km, 2km, 6km or 12km run and walk throughout the Hamilton CBD. The 2019 event is expected to attract over 10,000 participants.		
Target Market	Local community, runners and walkers, families and corporate groups		
Event Objectives	1. To continue to remove the financial barrier to entry 2. To provide an overall fantastic experience 3. Pride in having this event in Hamilton City		
Attendance	Participants, Spectators and trade 11,000 – from Hamilton 2,500 – from outside Hamilton	**Anticipated Bed Nights**	750 in hotels and motels for 2 nights = 1500 in Hamilton
External Funding	The event is supported by a number of external funders including Trust Waikato, WEL energy Trust, Grass Roots Trust and corporate sponsorship including naming rights.		
Previous Council Support	The event has been supported by event sponsorship funding from 2012-2017 for $5k per year. In 2009 the event attracted $15,000 support but was declined in 2010 and 2011 due to the competitive nature of the fund. In 2018 the event received $5k of funding from the event sponsorship fund and fulfilled all agreement obligations.		
Past Event Performance	Round the Bridges is one of New Zealand's oldest annually contested elite road-running races. It was originally established in 1945 and in 2019, will celebrate its 74th year.		
Sponsorship Benefits to Council	• Recognition of the 12km race sponsor to include coverage/profile in all media pertaining to this event, including branding on all promotional material for this race • Ability for Council representative to award the winner's trophy for the 12km event • Onsite and course signage • Complimentary corporate site for Council marquee in high profile position in Garden Place • 25 complimentary passes into 12km race to be used for staff or promotion • Placement of logo across all relevant digital event materials, including website, registration platform, e-ticket confirmation and event certificate • Social media promotional opportunities - suggestion of following an HCC Councillor or staff member training journey for 12km event • Council support acknowledged through venue signage, news and press/media releases, verbal presentations and public announcements, logo placement on all documents and advertisements and social media posts relating to the event		
Sponsorship Requested	$10,000		

Management assessment against criteria	Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	4
Generation of overnight visitation to city	3
Generation of incremental income to city businesses	3
Number of anticipated participants	4
Utilisation of city assets	4
Total	**22 / 30**
Management Recommendation	
APPROVE $5,000 Recommended – well attended/established event with strong corporate support plus an ongoing focus to attract greater audiences to the event and potential for overnight visitation.	

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Established in 1945 by the Hamilton Harriers Club, Round the Bridges started out as a road race designed to showcase some of New Zealand's top athletes. Nowadays the event welcomes people of all shapes and sizes, from primary school students right through to running legends and aims to continue to offer a fantastic day out which the whole family can enjoy

Event Goals:

- To retain the event's iconic status in the City of Hamilton
- To ensure the event remains fiscally sound and sustainable
- To enhance the attractiveness to sponsors, to build exposure and participation
- To encourage participation from the business community to build culture and enjoyment by entering as a team
- Through funding support, keep price to enter low so is affordable for people from all socio-economic backgrounds to participate
- To secure long term funding
- To grow school support and encourage children to participate
- To grow the overall participation number to 7000
- To display excellence in event and business management

Key Strategies:

Our Key Strategic Planning addresses 2 main areas:

Sponsors

To focus on providing sponsors with a high level of satisfaction through being involved with an Iconic Event that gives them significant exposure.

Participants

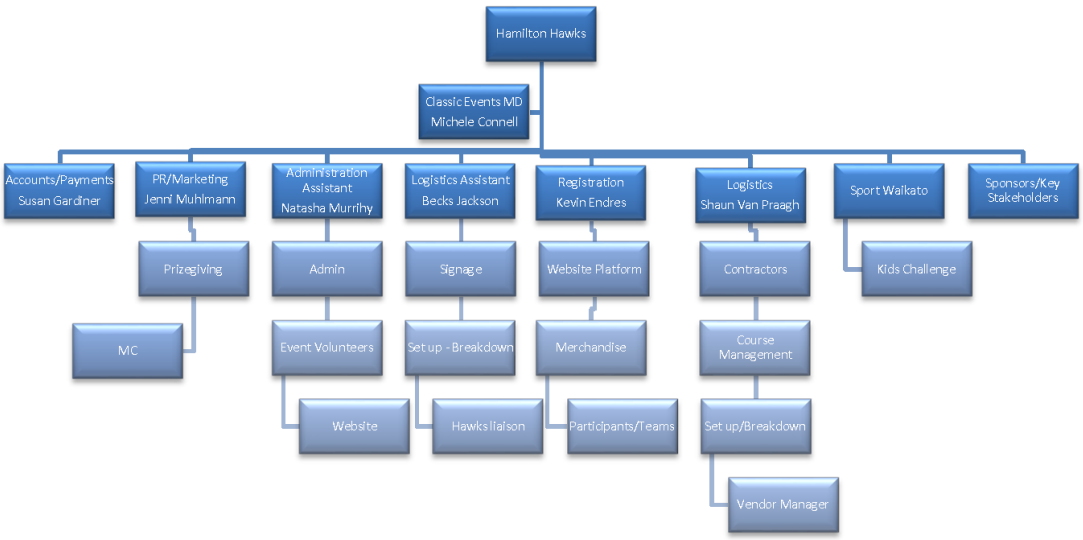
To provide an enjoyable experience from registration to race, involving all ages and fitness levels and providing a safe race to challenge all abilities.

Target Market

- To continue to remove the financial barrier to entry
- To provide an overall fantastic experience
- Pride in having this event in Hamilton City

This is a confidential document and is the sole property of Round the Bridges. It may not be photocopied, distributed

The Organisational Structure



This is a confidential document and is the sole property of Round the Bridges. It may not be photocopied, distributed

Marketing and Promotional Plan

A comprehensive marketing plan is curated to promote this event using several different marketing options.

Social Media

This platform, utilising both Facebook and Instagram is the most cost effective and interactive way in which we market to our audience. Since our last event our page has grown by over 450 likes, with close to 6100 fans. Over the course of the campaign we received 667,000 impressions and received 4658 engagements. Our campaign will run from July – November 2019. We invest in post boosting and sponsored posts to ensure our reach is maximised. The aim this year is to target to a wider regional area to encourage out of towners to come and enjoy the event.

Radio & Print

Round the Bridges enjoys a sponsorship partners with NZME, encompassing radio and print. Our promotional partner is The Hits. We have a comprehensive $30,000 radio campaign with radio commercials booked from July – November on Hits, ZM, Newstalk ZB, Coast, Hauraki and Radio Sport. We have a further $30,000 worth of promotional activity which includes, on air promotional activity with booked promo trailers, facebook promotions, on air competitions and community activations. We also have a further $5000 print which we use in the Hamilton news and Waipa Post to encourage registration.

Email Direct Marketing

We have a strong and engaged database which grows each year and is currently sitting on 14,500 people. Our targeted newsletters commence from July with monthly frequency, moving to weekly leading up to the event in November.

Online

As entry to this event is online, we run an online campaign on NZ Herald, featuring 200,000 impressions to encourage entry. These are booked to work in with our tiered entry structure closing dates, from July to November.

Outdoor Advertising

A large 6m x 3 m mobile billboard has been booked, which will be placed near Te Awa and on Wairere Drive though out our registration campaign months. This has been strategically booked to co-incide with the opening and closing of our tiered entry structure.

Sport Waikato – Team Energise

Sport Waikato partner with us to promote the Kids 1km & 2km challenge. They market to the schools via posters, newsletters & flyers. Working with Team Energise is vital in promoting our kids challenge races inside the school communities.







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ROUND THE BRIDGES
PROMOTING PRIDE FOR HAMILTON

With 2019 being the 74th year of this event, this iconic event spills over with pride for our city … with the longevity it has, and continued year on year growth, this fun run encompasses our city streets, river and gardens. Our community is completely engaged in Round the Bridges, it is a highlight in the annual calendar for a huge cross section of our community, which is proven by the continued increase in participation numbers each year.





This event is a mass participation fun run and walk which is accessible to all ages, abilities and socio-economic backgrounds. We want our community to live a balanced, active and healthy lifestyle and assist in this by providing an exceptional event experience which ALL people feel compelled, welcomed and enjoy participating in. This event is a not be missed event for our community.






We ensure as many in the community as possible can be a part of this event. We are committed to keeping entry fees to a minimum, with subsidize entry for many sectors of the community. Participants use this event as a catalyst for an ongoing improved approach to personal health and wellbeing. For others it is a goal to work toward. The pride in themselves in finishing this race is obvious!





We celebrate our great city during this event. We embrace the Waikato River path, we fly through the stunning Hamilton Gardens, saunter along our city streets, and cross our iconic bridges twice, starting and finishing in our CBD, based in Garden Place. Round the Bridges offers a picturesque running course and provides something uniquely Hamilton that we can all be proud of.





Pride in your workplace and feeling a part of a team is great for your mental health and well being. Our team numbers keep growing, both corporate, family, school and sports teams. There is no better or more effective team building exercise then inviting groups of people to join together and enjoy either the fun run or walk, or by training to be competitive, promoting healthy living and getting active.




Our community comes out in their thousands to enjoy this event ….

Auckland has one, so does wellington and queenstown… but so do we…and its EPIC!

Round the Bridges is an iconic event for our city and region, it is one of the only running races that keep on increasing in numbers and continues to be favourite within our community for the past 74 years!

Economic Impact & Profile

Round the Bridges economic impact & profile objectives for this event are as follow:

- Increase participation outside the city limits
- Ensure the participant entry cost remains low
- Grow participation levels to over 7500 in 2 years, with a long-term goal of 10,000 over the next 5 years

Round the Bridges participation levels are not yet at full capacity, and we believe that out of town residents will contribute to the growth of the event.

For our 2019 event we will actively promote to out of Hamilton residents. We have planned to run a social media campaign to those in the Bay of Plenty and wider Auckland regions to come and spend the weekend in Hamilton, enjoy the delights the city has to offer on the Friday night and Saturday, then compete in the event on Sunday morning.

We would like to look at social media influencers to encourage this growth and intend to work with Hamilton Waikato Tourism to create something similar to the Short Escapes campaign.

Increased outside Hamilton participation will bring additional spectators, increase visitation to businesses across the central business district and an increase in the number of over-night stays in the area.

Event Pricing
With the aim of ensuring that the event is accessible to the entire community and with the assistance of this fund, we will keep entry fees as low as possible. One way we achieve this is by offering a tiered pricing structure which provides participants with an opportunity to receive reduced entry fees as a reward for entering early.

We also continue to offer discounts to youth, seniors and Community Services Card holders who participate in this event.

Entry Type	Super Saver July – 31 Aug	Early Bird 01 Sept – 12 Oct	Full Price 13 Oct – 13 Nov
2km Kids Challenge	$6	$8	$10
Under 20's	$10	$14	$18
Adults	$20	$29	$38
65's & Over	$10	$14	$18
Community Service Card Holders	$10	$14	$18

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Sponsorship Proposal Package

Round the Bridges has 2 core races, the 12km and 6km.
We would like to offer HAMILTON naming rights of the premier race – the 12km race.

HAMILTON will be affiliated with everything pertaining to the race and offers greatly increased profile; with the race referred to as the Hamilton 12km.

Benefits Include:

- Recognition of the 12km race sponsor to include coverage/profile in all media pertaining to this event, including branding on all promotional material for this race
- Complimentary Corporate site for HAMILTON tent in the higher profile positioning of Garden Place
- 25 complimentary entries into 12km race, to be used for staff and/or promotion
- Placement of the HAMILTON logo across all relevant digital event materials pertaining to the race, including the website, registration platform, e-ticket confirmation and downloadable certificate
- Recognition as the home of Round the Bridges
- Permission for the use of Round the Bridges event name, logo and imagery in any promotional material when required to market the city
- HAMILTON representative to hand over the winner Trophy at prizegiving
- HAMILTON Social media promotional opportunities pertaining to race (5,900 Facebook); We suggest following a HAMILTON City Councillor or Staff members training journey for the Hamilton 12km event
- Acknowledgement of sponsorship via event day announcements
- On-site/on course signage



	ROUND THE BRIDGES INCOME		2019	MICHEL
ACC Code	SPONSORSHIP	TYPE		Forecast 2019
300/005	HCC			$ 5,000.00
300/005	Lugtons			$ 30,000.00
300/005	Gym Sponsor			$ -
300/005	First Credit Union			$ -
300/005	CBD			$ 5,000.00
300/005				
300/005	Spark	Cash	Business Challenge	$ 6,000.00
				$ 46,000.00

ACC Code	FUNDING	TYPE		Forecast 2019
300/016	Trust Waikato	Cash	Funding	$ 7,500.00
300/016				
300/016				
300/016	WEL Energy Trust	Cash	Funding	$ 8,000.00
300/016	Grass Roots Trust	Cash	Funding	$ 20,000.00
				$ 35,500.00

ACC Code	SPONSORSHIP IN-KIND	TYPE		Forecast 2019
	Coca Cola	*Powerade*	*Drink Stations*	
	University of Waikato		*Secondary School Prizes*	

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	The Hits	*Radio Time*	*Radio Advertising*	
				$ -

ACC Code	PARTICIPATION FEES	FEE	PARTICIPANT #	Forecast 2019
300/013	U20/065/CSC Super Saver	$ 8.70		$ 100,000.00
300/013	U20/065/CSC Early Bird	$ 12.17		
300/013	U20/065/CSC Full Price	$ 15.65		
300/013	U20/065/CSC Late Fee	$ 24.35		
300/013	Adults Super Saver	$ 17.39		
300/013	Adults Early Bird	$ 25.21		
300/013	Adults Full Price	$ 33.04		
300/013	Adults Late Fee	$ 41.74		
300/013	Kids 2km Challenge Super Saver	$ 5.22		
300/013	Kids 2km Early Bird	$ 6.96		
300/013	Kids 2km Full Price	$ 8.70		
300/013	Kids Late Fee	$ 13.04		
			0	$ 100,000.00

ACC Code	ADDITIONAL INCOME			Forecast 2019
300/014	Merchandising (Net)	Souvineer Tees	Souvineer Tees	$ -
300/015	Business Hospitalty Sites	Site & Equip Fees	Site & Equip Fees	$ 3,000.00
	Food Vendor Sites	Site Fee & Commision		$ 300.00
300/008	Recoverables			

300/018	Merchant Fees Recovered			
300/015	Donations	Paid to everydayhero	Paid to everydayhero	
				$ 3,300.00
	Total Income			$ 184,800.00

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	ROUND THE BRIDGES EXPENSES		2019	
ACC Code	ENTRY RELATED			Forecast 2019
3200/004	MYTIME	Timing and Results		$ 18,000.00
3200/006	Technology Services	SMS Results Service		$ 4,000.00
3200/002	Printing	Race Numbers		$ 5,000.00
3200/006	Technology Services Webconnex	On-line Entry Costs		$ 7,000.00
3200/010	Manual Payments / Refunds / Cash Float			
3200/008	Payment Express	Base charge per month		$ 100.00
3200/006	Technology Services	Stripe fees		$ 500.00
3200/012	Gear Storage / Tent	Plastic bags, labels etc		
				$ 34,600.00

ACC Code	COURSE RELATED			Forecast 2019
3100/010	Equipment Purchases			$ 60.00
3100/024	Traffic Management	TMNZ Plans & Service		$ 7,000.00
3100/024	Traffic Management	Additional Equipment		
3100/004	Course Toilets			
3100/020	RT Radio Communications	Dove Comms		$ 700.00
3100/006	Crowd Control Barriers	Start / Finish Barriers		$ 6,000.00
3100/006	Crowd Control Barriers	On Course Barriers		
3100/008	Drink Stations (on-course & finish)	Water Tankers		
3100/008	Drink Stations (on-course & finish)	Equipment		
3100/008	Drink Stations (on-course & finish)	Bio Cups		$ 3,000.00
3100/026	Bananas	Bananas		$ 1,500.00
3100/010	Cable ties	Bananas		
3100/022	Signage	Gantry Signage		
3100/022	Signage	Course Signage		
3100/012	St John			$ 2,500.00
3100/018	Public Communications	Road Closure Advertising		

3100/018	Public Communications	Resident Mailbox Notification		$ 500.00
3100/002	Course Setup - vehicles, people, costs			$ 100.00
3100/014	Event Officials	Lead Outs		
3100/014	Event Officials	Tail End		
3100/016	Facility Hire - Grounds	Hamilton City Council Bond		$ 30.00
3100/010	Finish Line Tape			
3100/010	Other costs			
				$ 21,390.00

ACC Code	LEGENDS RACE (elites)			Forecast 2019
3200/014	Athlete Recruitment			$ -
3200/014	Legends Cash Prizes	$5000 (in Prize category below)		$ -
				$ -

ACC Code	MARKETING & COMMUNICATIONS			Forecast 2019
2300/006	Promotional Activity	Miscellaneous		$ 2,000.00
2300/012	Merchandising - Cost of sales (Charton)	Souvineer Clothing		
2300/012	Merchandising - (Postage Bags)	Miscellaneous Supplies		$ 700.00
2300/014	Promo-Video & Photography			$ 1,300.00
2300/020	Promo - Vouchers			$ 500.00
.100/006	Supplies	Miscellaneous Supplies		$ 100.00
.900/002	Signage (amendments)			$ 900.00
.900/004	Outdoor Banners	Hanging & design		$ 3,000.00
.900/004	Banners	Flags and Banners		$ 1,000.00
.900/004	Banners	Street Installation		$ 1,750.00
.900/004	Outdoor Billboards (KP)			$ 2,000.00
.900/006	Signage design			$ -
.900/008	Mktg Signage (Installation			
.900/018	Promo Vehicle Graphics			
2100/006	Online - NZME			$ 2,000.00

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2100/006	Web Related	Maintenance and Upgrades		
2100/006	Web Related	UL App Contribution		
.900/010	Advertising	Corflute or Pull Ups		$ 600.00
.900/010	Advertising	Fundraising Stickers		
2400/004	Printing - General			$ 870.00
2400/012	Printing - Design Work			
.700/006	Mktg - Flyer Distribustion	Printing delivery		$ 100.00
2400/008	Printing - posters & flyers	Printing Flyers		$ 306.00
2400/008	Advertising	Printing Posters		$ 166.00
.800/022	Advertising	Radio Advertising (sponsored)		
.700/002	Advertising	Newspaper Advertising		
.600/002	Advertising	Magazing / Journal		
2100/004	Mktg - FB & Insta	Paid for posts		$ 1,000.00
2100/004	Lead Social	Social media		$ 5,000.00
2100/008	Digital Image Capture	Photographer		
2100/010	Digital Image Capture	Video		
.700/006	Postage & Frieght	Database Mailout		
	Agency Fees	UL Graphics Team		
	Service Providers	Roadshow hired help		
	Travel			
				$ 23,292.00

ACC Code	PRIZES AND GIVEAWAYS			Forecast 2019
2300/016	Merit Prizes	12km Age Group Race		$ 100.00
2300/018	Celebratory Medals	Finishing Medals		$ 9,000.00
2300/018	Celebratory Medals	Finishing Medals Customs Costs		$ 4,500.00
2300/018	Medal Design - participants	Eye Design		
2300/016	Merit Prizes - 2km kids challenge	School Medals		$ 325.00
2300/016	Merit Prizes	Legends Race		
2300/016	Merit Prizes	6km Overall		

2300/016	Merit Prizes	Business Challenge		
2300/016	Merit Prizes	Trophy's		
2300/016	School Awards	Highest % Competing		$ 867.00
2300/016	School Awards	Largest School Team		
2300/016	Sec School Award	Largest Sec School Team		$ -
2300/020	Vouchers	Sec School Prizes from UW		$ -
2300/016	Spot Prizes			
2300/022	Trophy Engraving	Emblems NZ		
				$ 14,792.00

ACC Code	EVENT STAFF			Forecast 2019
3000/014	Event Staff Headquarters	Marquee		
3000/018	Event Staff Headquarters	Additional Hire		
2700/004	Staff- Volunteers			
2700/006	Event Clothing	T- Shirts		$ 4,500.00
2700/006	Event Clothing	Safety Vests		
2700/006	Staff ID and Info	Lanyard		
2700/006	Staff ID and Info	Pouch & Printing		
2700/008	Event Staff Catering	Functions and Volunteers		$ 430.00
2700/012	Event Staff Recruitment	Printing / Meetings		$ 300.00
2700/008	Event Staff Recognition	Staff food and drinks		
2700/008	Event Staff Recognition	Gifts		
2700/002	Volunteer Groups	Club / Group Donations		$ 3,600.00
2700/010	Transport	Travel Related Expenses		$ 200.00
				$ 9,030.00

ACC Code	SPONSOR RELATED			Forecast 2019
3300/002	Sponsors Marquee + furniture			
3300/004	Sponsor Servicing	Meetings / Recruitment		
3300/004	Sponsor Servicing	Additional Sponsor Servicing		

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3300/006	Event Sponsor Expenses	Communications		
3300/006	Event Sponsor Expenses	Signage collection / return		
3300/008	Event Sponsor Expenses	Presentation Board		
				$ -

ACC Code	MAIN VENUE RELATED (HQ)			Forecast 2019
3000/034	Facility Hire			
3000/029	Venue medical services			
3000/006	Venue- Dressing & Decoration			
3000/036	PA Sound System	Garden Place / Civic Square		$ 6,560.00
3000/036	PA Sound System	Vounteer Training		
3000/016	Venue - Misc Hire (Exhibitors)			
3000/020	Venue-Office Set Up			$ 100.00
3000/012	Venue-Labour			
3000/014	Hire Equipment	Marquees		$ 7,500.00
3000/032	Hire Equipment	General Equipment		
3000/014	Hospitality Village	Marquees		
3000/032	Hospitality Village	General Equipment		
3000/038	Toilets	Garden Place / Civic Square		$ 3,150.00
3000/008	Power Related	Generators		
3000/040	Staging Related	Stage and Shelter		$ 95.00
3000/040	Staging Related	Stage Dressing		
3000/026	Waste Collection & Removal			$ 600.00
.900/010	Signage	Site Information		
3000/028	Venue-Security Fencing			
2600/004	Security			$ 2,000.00
3000/018	Other Costs			
.100/004	Permits and Licences			
				$ 20,005.00

ACC Code	ENTERTAINMENT			Forecast 2019
2900/020	On Course Entertainment	DJ		
2900/016	Entertainment - Sound			
2900/018	Equipment Hire - Hot Spots	Generators, Other		$ -
2900/020	Entertainment	Hot Spots		$ 2,500.00

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2900/020	Entertainment	Base Musicians		
2900/020	Entertainment	MC / Commentator		
2900/022	Entertainment	Kids Activities		$ 1,000.00
				$ 3,500.00

ACC Code	ADMINISTRATION			Forecast 2019
2500/004	Event Equipment			
2500/004	Event Supplies			$ 105.00
2500/010	Hospitality			
.100/018	Telephones			$ 200.00
.100/010	General stationery			$ 100.00
.100/010	Photocopying			$ 200.00
2500/006	Travel Related	Buses		$ 1,500.00
2500/006	Travel Related	Staff Vehicle Expenses		$ 500.00
.100/002	Insurance			$ 175.00
.100/006	General Costs			
.100/008	Postage			$ 328.00
.100/016	Charity Donation paid to everydayhero	From online registrations		
.100/012	Admin Website	Sponsored by concentric		
	UL Internal Services	Rob Aitkenhead		
	UL Internal Services	Communication & Marketing		
.100/023	Admin Merchant & processing fees			$ 100.00
.100/022	Contingency			$ 5,000.00
				$ 8,208.00

ACC Code	EVENT FEES			Forecast 2019
.500/001	Classic Events Event Management Fee			$ 25,000.00
.500/002	Hamilton Hawks License Fee			$ 14,000.00
				$ 39,000.00

	Total Expenses	
		$ 173,817.00
		$ 10,983.00

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Attachment 2

Item 10

2019/20 Event Sponsorship Scorecard

Application Summary			
Event Name and Date	NZ Bridge Congress 27 September – 5 October 2019	Applicant/Organisation	NZ Bridge Association
Event Venue	Distinction Hotel, Hamilton	Event Type	Sport
Event Overview	Annual NZ Championships of Bridge		
Target Market	NZ and Australia players (intermediate, junior, novice)		
Event Objectives	1) Provide an environment for the holding of major NZ bridge Championships, at all levels to take palace. 2) Create an environment which makes the National Congress special and different from smaller weekend congresses. Make it a truly national event. 3) Foster Friendship among people of similar interests, those who enjoy competitive bridge 4) Contribute to the growth and development of Bridge at tournament level in NZ 5) Attract strong local and overseas players to the congress 6) Promote the congress as an event for all players		
Attendance	Participants, spectators, officials 65 – from Hamilton 595 – from outside Hamilton 92 – from overseas	Anticipated Bed Nights	2350 bed nights – between hotels, motels
External Funding	Received from NZ Bridge Foundation and other private/corporate sponsors		
Previous Council Support	Received Council support via the event sponsorship fund in 2018/19 for $10k.		
Past Event Performance	2018 event held in Hamilton at Distinction Hotel and fulfilled all requirements. An event of national significance. First held in 1986 across different cities. Since 1998, has been held in Hamilton. New Zealand Bridge Inc owns the NZ National Bridge Congress. It is the only organization governing Bridge in New Zealand and is a full member of the World Bridge Federation. Economic benefit data supplied by the organisers states in 2018 there was over 600 visitors to the city, with the majority staying for over 5 days. 72% of visitors (432) stayed in paid accommodation in the city, with over 3000 bed nights. They estimate a minimum economic benefit of $400k of the event of the city.		
Sponsorship Benefits to Council	• Platinum sponsorship status of event and naming rights to two main congress events • Elected Member invitation at opening ceremony and prize giving events • Use of Council pull up-banners in all photography at prize giving • Ability to promote Hamilton attractions to participants via brochure stand • Council support acknowledged through venue signage, news and press/media releases, verbal presentations and public announcements, logo placement on all documents and advertisements and social media posts relating to the event		
Sponsorship Requested	$10,000		

Management assessment against criteria	Score (5)
Fit to Hamilton City vision and profile	3
City exposure benefits	4
Generation of overnight visitation to city	5
Generation of incremental income to city businesses	4
Number of anticipated participants	4
Utilisation of city assets	3
Total	**23 / 30**

Management Recommendation

APPROVE $7,500

The application is supported with funding due to the generation of overnight visitation to the city for an extended period (5+ nights) and associated incremental income to city businesses. Applicants have also sought other funding sources other than Council.

Attachment 2

Item 10

New Zealand National Bridge Congress – Business Plan

2019 Event Goals and Objectives with Strategies to achieve those goals.

Provide an environment for the holding of major New Zealand Bridge Championships, at all levels, to take place.

Maintain a Committee of the Board of New Zealand Bridge to administer all aspects of the National Bridge Congress. That Committee is responsible to the Board of New Zealand Bridge Inc.

Create an environment which makes the National Congress special and different from smaller weekend Congresses. Make it a truly National event.

While retaining major popular events, try new events to display different approaches of playing the game.

Provide daily Bulletins in both paper and on-line forms.

Provide free transport to the Distinction Hotel from Hamilton Airport (and return).

Provide discounts off registration fees for South Island players.

Foster friendship among people of similar interest, those who enjoy competitive Bridge.

While retaining a reasonable competitive length to events, keep most evenings free for players to relax, eat out, socialize etc.

Encourage players to stay at Congress venue. Obtain special rates from the venue hotel.

Contribute to the growth and development of Bridge at tournament level in New Zealand.

Send promotional information to be displayed at all New Zealand bridge clubs.

Create a Weekend package to make the Congress more affordable for players who have to work during the week but who wish to play the two weekend events.

Give directors more experience in running major events of national importance.

Attract strong local and overseas players to the Congress, despite the difficulty of clashing with a major World Championship in China.

Target potentially interested players in Australia and New Zealand.

Attract overseas players, especially Australian players, to the Congress.

Advertise the New Zealand National Congress at 2 major Australian Congresses, at Canberra and at the Gold Coast with brochures and by advertising in those Congresses Daily Bulletins.

Send NZ Bridge Board Members to both of the above Congresses.

Send promotional material to main Australian Bridge Clubs and to other Bridge Associations around the Pacific.

Promote the Congress as an event for all Tournament players whether Open, Intermediate, Junior or even Novice standard, whether Senior (61+ in age) or Youth players (under 30). Senior aged players have potentially more disposable income to spend in pursuit of their favourite pastimes.

Have a whole section of the New Zealand Bridge website dedicated to the National Congress. This provides a description of all events, their cost and how to enter and pay.

Provide regular monthly Congress News updates in advance of the Congress.

Do special follow-up promotional advertising for special categories: Novices, Intermediate and Junior players, Seniors and Youth.

Advertise on New Zealand Bridge Facebook page.

Provide a partner and teammate matching service.

Attachment 2

Item 10

New Zealand National Bridge Congress 2019– Current Project Plan

November 2018. Have Debrief Meeting from 2018 National Congress.

Propose changes to 2019 Congress.

December 2018. Meet with Distinction Hotel Management to discuss issues arising from 2018 Congress to see what improvements can be made in 2019.

Prepare and print brochure for 2019 National Congress.

January 2019. Attend and distribute brochures at Canberra Summer Festival of Bridge.

Investigate possible changes to current event entry and payment procedure.

February 2019. Have Congress Committee Meeting to confirm prices, event changes and proposed prize money increases.

Attend and distribute brochures at Gold Coast Bridge Congress which has over 3,000 participants.

Ensure accuracy of Congress website and update with changes.

Start regular updates on the Congress on NZ Bridge website and also on its Facebook page.

March 2019. Confirm/ reconfirm relationship with event sponsors.

Obtain top class Bulletin Editor

April 2019 Send out promotional material to NZ bridge clubs.

May/June 2019 Obtain suitably qualified directing and other staff for the Congress.

June/July 2019. Provide NZ clubs with promotional material on special events at Congress for Intermediates, Juniors, Novices, Seniors and Youth.

Have Congress Meeting to deal with procedural issues. Set final prize money rates.

August/ September 2019. Monitor level of entries and follow up to ensure payment is received from all players who enter.

Ensure staff levels are adequate for the number of entries.

Make sure all Congress equipment will be in place at the hotel in time for the Congress.

Liaise with hotel staff re running of Congress.

Organise on-line survey

Produce score-booklets and check that needs of sponsors are satisfied.

October 2019. Organise debrief meeting including analysis of on-line survey.

Richard Solomon

Attachment 2

Item 10

New Zealand National Bridge Congress 2019- Marketing and Promotion Plan

1. Target Markets

Tournament players in New Zealand and Australia

Top international players elsewhere

Players new to the game for Junior and Novice events

School players for Youth event

Specific markets:

Intermediate, Junior and Novice players

Players 61+ (Senior players)

Novice players in Bay of Plenty, Waikato and Auckland areas

South Island players

Australian players

Players who work and can only play at weekends

2. Marketing Objectives "The Aims"

Provide the right environment for national events to take place so that they are contested by as many and quality players in each category as possible.

Grow Congress participation especially by increasing Intermediate and Junior participation and of Open players with the introduction of a new Restricted Teams event.

Introduce new players to the National Congress by participation in events like Youth Teams and Novice Pairs.

Provide a friendly environment where players of like interest but all levels of ability and from all parts of New Zealand and Australia can meet and form friendships and partnerships.

Showcase New Zealand and Bridge in this country to players from overseas.

3. Marketing Strategies "The Plan"

Target markets and Marketing Strategies:

Tournament players in New Zealand. There are 108 affiliated clubs and just under 14,000 affiliated members.

Distribute posters to every club. Provide full information on New Zealand Bridge website and monthly updates on the Congress on both the New Zealand Bridge website and New Zealand Bridge Facebook page.

Provide partnership and team mate service for those needing help to find a partner or teammates.

Conduct annual on-line survey of players who did and did not attend to find ways to improve the Congress so that it is more attractive to more players.

In particular, we want to attract more:

South Island players

Offer travel subsidies of between $80 and $200 depending on their home airport and their length of time at the National Congress.

Offer free transport between Hamilton Airport and the Distinction Hotel.

Intermediate, Junior and Youth players

Offer 50% discount off registration fees for players under 25 in full-time study.

Distribute to NZ clubs special posters advertising Intermediate and Junior events.

Create for the first time New Zealand Junior Pairs

Offer special prizes to Intermediate and Junior players competing in Restricted Open events and to Junior players competing in Intermediate level events.

Senior (61+) players

Novice players (to the Novice Pairs event)

Both categories have their own separate events. We will provide separate posters advertising these events.

Players who cannot take time off work and can only play weekend events

Create a discounted Package covering the weekend events only. This will be promoted to clubs with separate poster.

Australian and other overseas players

Have posters on display at major Australian bridge congresses and at main Australian bridge clubs.

Send posters to other Pacific Rim Bridge Associations.

4. Responsibility for Marketing and Promotions Plan

This is run by the National Bridge Congress Committee and in particular its Chairman, Richard Solomon.

Richard has been involved with this Congress since 1991 and as a full-time employee of New Zealand Bridge has the time and gained the knowledge to implement the plan.

In addition, another committee member is able to second help from a top market promoter with Bauer International on marketing and public relation matters.

5. Marketing and Promotions Plan Budget

Poster and Postage cost	800
Free Transport Hamilton Airport/ Distinction Hotel	800
South Island travel subsidies	15000
50% registration discount Youth players	3000
Extra prizes for categories in Congress events	2000
Discount anticipated for Weekend Package	3000

Total	24,600

Richard Solomon

March 6th 2019

Attachment 2

Item 10

New Zealand National Bridge Congress

SPECIFIC BENEFITS TO HAMILTON COUNCIL FROM SPONSORSHIP IF GRANTED

Large Patronage of Hamilton City by at least 700 bridge players

Accommodation/Shuttles

With no more than 10% of the players living in the Hamilton area, there will be a large number of visitors coming with the primary aim of playing bridge. About half will stay for 9 nights (8 days) while most of the rest will overnight for at least one, perhaps 3 or 4 nights.

Thus, the demands for accommodation will be large, not just for the Distinction Hotel and the motels in the immediate area but for most of the Ulster Street Motels. Others will use Air Band B. The Distinction Hotel alone is about 80% full of bridge players each night.

Many players will use shuttles from Hamilton Airport to the Distinction Hotel, as well as taxis/shuttles from their accommodation to/from the downtown city area. A large percentage of players will not have cars.

Restaurants, supermarkets etc

A large number of the players will eat out most nights to the benefit of the Hamilton economy. There is only evening play on two nights meaning that once play has finished most evenings, players can have a leisurely evening meal.

Nevertheless, the bridge players will still make use of supermarkets,

dairies etc.

Tourist attractions

There will be an opportunity to showcase the city of Hamilton, not just to visitors from around New Zealand, but to a substantial group of overseas players, too. This applies as well for other tourist attractions in the vicinity. By advertising in the Congress daily Bulletins or having a stand at the Distinction Hotel, the Council can promote such splendid areas as Hamilton Gardens, Hamilton Lake and the Waikato River.

Many bridge players are also gamblers and will make considerable use of the Hamilton Casino.

Other Promotion of Hamilton City

The Mayor would be able to open and close the Congress thus being able to promote the city to a receptive audience. Hamilton City would become associated with this bridge congress by way of the appearance of its logo on stationery, press releases and other documentation relating to the Congress. It would also have a promotional stand during the Congress if requested.

NZ Bridge has just one Platinum level sponsor for its National Bridge Congress. That would be Hamilton City Council. As well as promoting its name as major sponsor of the event, the Council would have naming rights for its two main events,

Hamilton City New Zealand Open Teams

Hamilton City New Zealand Restricted Open Teams

Richard Solomon

3rd May 2019.

Attachment 2

Item 10

NATIONAL BRIDGE CONGRESS SPONSORSHIP 2019

The New Zealand National Bridge Congress is the premier bridge event in the annual calendar attended by over 600 players each year. Players of every level can rub shoulders with the New Zealand Bridge elite across eight incredible days of competition.

In 2018 the NZ Bridge Congress Committee is pleased to announce a new set of tiered sponsorship opportunities. These are flexible packages designed to suit every sponsorship option. But if you cannot find the one you want then we can provide a customised option.

What events are there at the National Bridge Congress?

In terms of the Championship events, the week starts with the hotly contested New Zealand Open Pairs with qualifying, semi-final and then the final occupying the first three days. Then the blue riband New Zealand Open Teams spans the final five days of the National Bridge Congress. The winners will have played hundreds of hands of bridge before they can be crowned. Alongside the two Championships there are a range of other events for players who don't qualify for the finals (e.g. Back to the Future Teams, Mixed Pairs and Point-a-Board Teams). Many Intermediate and Senior players join the National Bridge Congress on Thursday and then take part in their own Championship pairs and teams. For those not in the final of the New Zealand Open Teams there is the ever popular Swiss Pairs which offers established and new bridge partnerships the chance to end their week in a blaze of glory.

When is the National Bridge Congress?

In 2018, the National Bridge Congress will be held at the Distinction Hotel, Hamilton from Saturday 29th September to Saturday 6th October (the Youth Teams event precedes this – it is held on Friday September 28th). The Youth Teams event, with players invited and sponsored by New Zealand Bridge gives the brightest future bridge stars a taste of representative competition

What is the Opportunity?

The National Bridge Congress is the perfect environment for sponsors to be in touch with more than 600 of the very best and most committed bridge players from New Zealand and overseas. This is a highly desirable audience, with many benefiting from high levels of disposable income, home ownership and investments. In their pursuit of bridge success many travel extensively in New Zealand and overseas. Large numbers of bridge players are (or were) at the top in their chosen field or running their own businesses. These are well-connected individuals who are likely to be influencers among their social networks.

The audience is significantly amplified by bridge players from around New Zealand and beyond, reading the daily Congress Bulletins online and checking results on the Congress tab of the NZ Bridge website. Typically the website has at least three times the usual number of unique visitors during the National Bridge Congress.



NZBridge

Sponsorship Packages

There are four options on offer for new sponsors (full details of all inclusions are shown on the next page):

Bronze

From $250 per annum

This entry level option will give the sponsor a small presence in the daily Congress Bulletin with one half-page advertisement and two quarter page advertisements available. The sponsor's logo will also be included in the Congress Score book, the must-have for all players. With your logo on the NZ Bridge website (Congress Tab) for 4 weeks leading up to the event, this is a very attractive high-value, low-investment opportunity.

Silver

From $750 per annum

The Silver Tier extends the opportunities available to the sponsor to include naming rights for one of the secondary events (list available on request), plus presenting the prizes (and trophy where applicable) for the chosen competition. You will have a stronger presence in the daily Congress Bulletins (two half-page and four quarter-page ads), have your logo in the scorebook and also be invited to display posters or banners throughout the National Bridge Congress. With your logo shown for 12 weeks on the NZ Bridge website (Congress Tab) and 2 weeks on the Home Page there is plenty of time for brand awareness and recognition to increase.

Gold

From $1,500 per annum

This extensive sponsorship package gives the Gold Sponsor the chance to have naming rights for one of the Major events at Congress (list available on request). Your sponsorship and association with the event will be announced at the start of the competition you are sponsoring and you will be invited to present the prizes/trophy. Your marketing materials/brochures can be given to all players (and made available in PDF format online). You will benefit from four full-page and four half-page advertisements in the Daily Congress Bulletin. There is also the option of holding presentations or workshops (maximum 2) before play, at lunchtime, or at the end of play and/or have a staffed information desk Your logo will be shown on the NZ Bridge website (Congress Tab) for six months and for 12 weeks on the Home Page.

Platinum

Price on Application

Our Platinum Tier sponsor (limited to a one per annum) has naming rights for the New Zealand Open Teams and will be our guest at the Congress closing ceremony to present the prizes for this prestigious competition. Your name will be synonymous with the New Zealand Bridge Congress for the year(s) when you have the exclusive status of being our Platinum Sponsor. Our Platinum Sponsor will be formally announced during the Congress opening and closing ceremonies. You will have a daily presence in the Congress Bulletin (full page) and be invited to contribute other content or articles should you wish. There is also the option of holding presentations or workshops (up to 4) before play, at lunchtime, or at the end of play and/or have a staffed information desk. Your logo will be shown on the NZ Bridge website (Congress Tab and Home Page) for 26 weeks leading up to the National Bridge Congress.



Hamilton City Council
Te kaunihera o Kirikiriroa

Attachment 2

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NZBridge

The Sponsorship Tiers

Sponsorship Element	Bronze	Silver	Gold	Platinum
♦ Logo on the NZ Bridge Website (can be linked to your own website)				
♣ Congress Tab	1 month	3 months	6 months	6 months
♣ Home Page		1 month	3 months	6 months
♦ Advertisement in Congress Score book	✓	✓	✓	✓
♦ Daily Congress Bulletin (available in both print & digital)				
♣ Full page ads			x4	x8
♣ Half page ads	x1	x2	x4	*if req*
♣ Quarter page ads	x2	x4	*if req*	*if req*
♣ Logo shown on Sponsors Page	x8	x8	x8	x8
♦ Regular segment/content/article in Congress Bulletin				✓
♦ Speaking rights at Congress opening				✓
♦ Sponsor formally announced in Congress opening and closing				✓
♦ Naming rights to an event	Single session only	Secondary event	Major event	Major event
♦ Presentation of trophy/prizes		✓	✓	✓
♦ Banners/posters displayed at Congress	✓	✓	✓	✓
♦ Logo shown on Congress TV display	✓	✓	x2	x3
♦ Workshop/presentation during Congress			x2	x4
♦ Staffed information kiosk/desk			✓	✓
♦ Brochures/flyers given to all players			✓	✓
♦ Giveaways (e.g. pens)	✓	✓	✓	✓



NZBridge

ECONOMIC BENEFIT DATA ON HAMILTON IN RESPECT OF NATIONAL BRIDGE CONGRESS 2018.

Collected by way of on-line survey taken during and just after 2018 National Bridge Congress.

The survey was organised and data collected by Kate Terry, an experienced marketing executive with a large Auckland based company and also very experienced bridge player.

Here are some economic benefit estimates.

- Having the New Zealand Bridge Congress held in Hamilton brings well over 600 visitors to the City, the majority staying for over a week. Hotels, motels and other accommodation providers, restaurants and cafes, takeaways, supermarkets, dairies and convenience stores are among the obvious beneficiaries. Liquor outlets and other retailers will also have been popular destinations for some; plus service stations and local transport providers. Across the four areas shown below we estimate the minimum economic benefit to Hamilton City being $400k. In reality it would probably be more than $500K if all spend was accurately recorded.

    - **ACCOMMODATION**: 72% of Congress participants stayed in hotels, motels and other paid accommodation in Hamilton. Across the whole Congress this equates to more than 3,000 nights. Based on a conservative estimate of $75 per night this gives Hamilton accommodation providers a benefit of **$225K**

    - **DINING OUT**: Most out-of-town Congress participants ate out at least 2-3 times during their time in Hamilton. This means local restaurants will have benefited by at least **$50K+.** In addition Hamilton takeaways will have had a good week with an additional **$25K+** coming through the tills

    - **LUNCHES AND LATTES:** Bridge players need to keep fuelled as they play. May also like to discuss bridge hands over their favourite coffee, tea or other beverage. All of this adds up – to more than **$60K** for the Distinction Hotel, plus other cafes and eateries

    - **GROCERY SHOPPING**: Supermarkets, dairies and convenience stores also saw high levels of spend from visitors as they bought things for their breakfasts, eating in and other goods. This will have been **$40K**+ during the course of the National Bridge Congress

I have all the workings if they are requested.

Cheers

Kate

From: Richard Solomon [mailto:richardharoldsolomon@gmail.com]
Sent: Friday, 9 November 2018 12:23 p.m.
To: Terry, Kate

Attachment 2

Item 10

Cc: Karen Martelletti
Subject: Re: Congress Survey 2018 Toplines

Kate

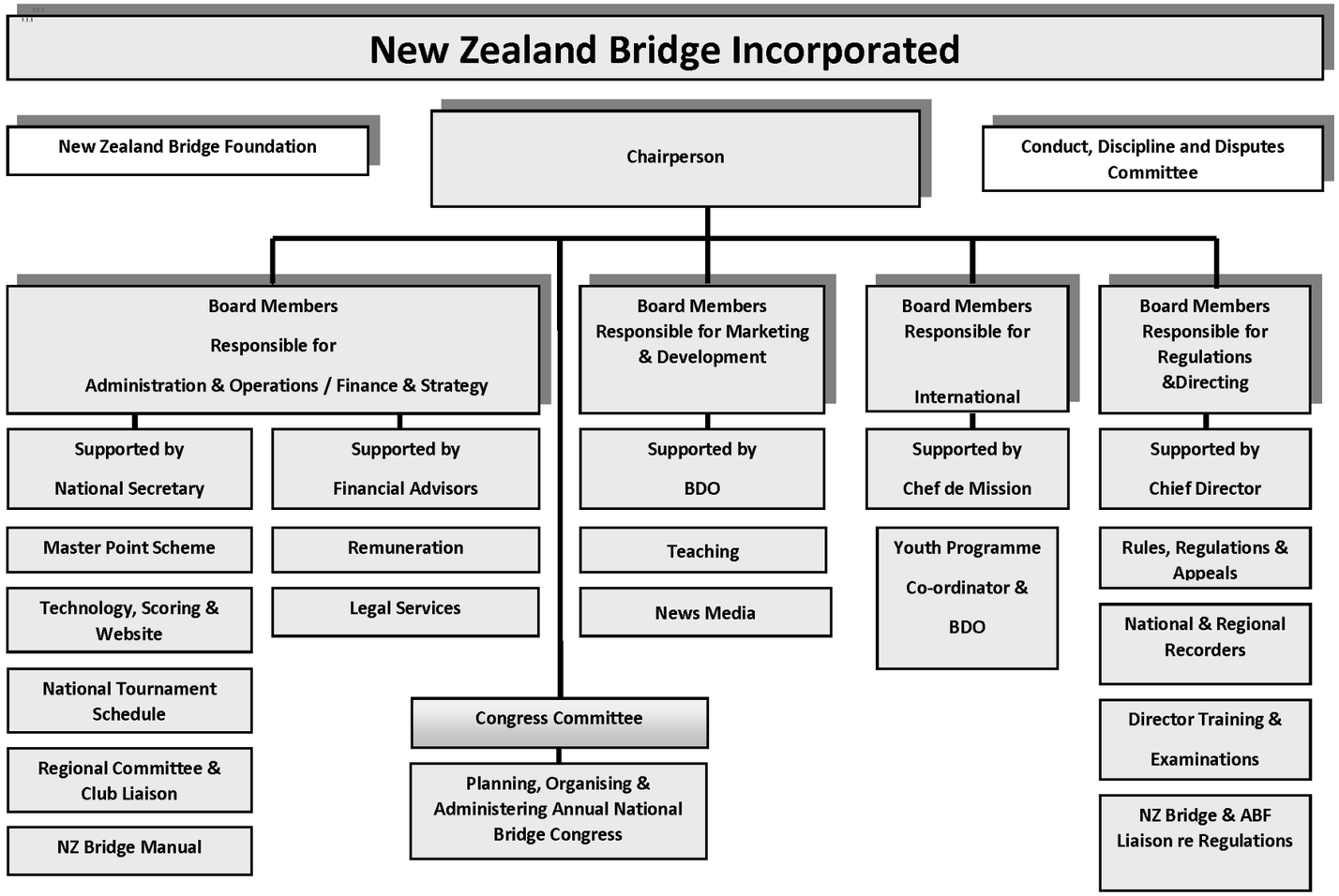
I have to do the report for Hamilton Council by next Friday. This will include the impact of Congress on Hamilton City...presumably what you mean by "economic benefit calculations."

		OPEN	NON OPEN	TOTAL
Full Congress		333	36	369
OPEN/RESTRICTED Open	3 days	39	6	45
Teams	5 days	70	8	78
Intermediate	3 days	0	76	76
Senior	3 day	25	1	26
Single event	1 day	28	63	91
	TOTAL	**495**	**190**	**685**

thanks

Richard

Schedule A6


New Zealand Bridge Incorporated
New Zealand Bridge Foundation
Chairperson
Conduct, Discipline and Disputes Committee
Board Members Responsible for Administration & Operations / Finance & Strategy
Board Members Responsible for Marketing & Development
Board Members Responsible for International
Board Members Responsible for Regulations &Directing
Supported by National Secretary
Supported by Financial Advisors
Supported by BDO
Supported by Chef de Mission
Supported by Chief Director
Master Point Scheme
Remuneration
Teaching
Youth Programme Co-ordinator & BDO
Rules, Regulations & Appeals
Technology, Scoring & Website
Legal Services
News Media
National & Regional Recorders
National Tournament Schedule
Director Training & Examinations
Regional Committee & Club Liaison
NZ Bridge & ABF Liaison re Regulations
NZ Bridge Manual
Congress Committee
Planning, Organising & Administering Annual National Bridge Congress

National Bridge Congress - Preliminary Budget

INCOME	2018 projected	Budget 2019	
Interest	2	0	
Registrations	175,892	180,000	inc from new events and Weekend Package
Sponsorship	20,000	18,000	
Income Other	851	900	
Youth Teams	4,142	4,000	
TOTAL INCOME	**200887**	**202900**	
EXPENSES			
Airport Travel	777	800	
Bank Charges	946	800	
Brochures	0	423	
Computer Expenses	1,726	2,000	
Management Fee	10,000	10,000	
Dealing	3,550	3,550	
Dine and Dance Prize Giving	12,075	12,500	
Equipment Hire	979	1,000	
Housekeeping	2,391	2,500	
Maintenance	2,733	2,000	no electrical testing
Master-Point Charges	19,231	20,000	
Meeting Expenses inc Travel	5,104	5,000	
Printing and Photocopying	5,912	6,000	
Prizes	16,469	21,000	per new schedule
Promotional Sponsorship	0	0	
Rubber Bridge Costs	4,610	5,000	
Staff (including PAYE costs)	59,531	58,000	1 Bulletin Editor
Stationery	2,684	2,000	
Storage	3,745	4,000	
Sundry	900	6,000	inc contingencies for staff handover
Telephone	98	100	
Van Hire	663	700	
Venue Hire	15,574	19,100	extra 3,600 price inc
Youth Teams	4,167	4,000	
TOTAL EXPENSES	**173865**	**186473**	
NET EXCESS INCOME FOR THE YEAR	**27022**	**16427**	

30-Nov-18

Attachment 2

Item 10

2019/20 Event Sponsorship Scorecard

Application Summary			
Event Name and Date	Hamilton Gardens Arts Festival 19 Feb – 1 March 2020	**Applicant/Organisation**	Hamilton Gardens Summer Festival Foundation
Event Venue	Hamilton Gardens and river paths/cycle ways connected to CBD	**Event Type**	Culture and Arts
Event Overview	The Hamilton Gardens Arts Festival (HGAF) is a high quality contemporary arts festival focusing on providing arts and cultural experiences that would otherwise not be accessible to the people of Waikato. Featuring a diverse range of local, national and international acts, all historically have been staged in the magnificent Hamilton Gardens, resulting in a magical experience for the people of Hamilton and surrounding districts. Established 20 years ago, the event has grown to become the region's premier arts & culture event while successfully delivering on its initial mandate to showcase the Hamilton Gardens in a creative new light over 10 days each summer. The HGAF team strives to deliver an annual festival to a professional standard equivalent to similar sized events enjoyed elsewhere. For the 2020 event, the organisers have identified a need to evolve and while the Hamilton Gardens is the home/heart of the festival, there are future opportunities to connect the Gardens to the CBD by activating the river paths, cycle trails and key riverside locations and the Waikato River. The attached Hamilton Gardens Summer Festival Foundation's Strategic Plan outlines the above in greater detail.		
Target Market	The festival caters for all types but two distinct target markets identified are locals (all people between 25-60 years) and people living in Auckland, Bay of Plenty, Coromandel, Taupo, Taranaki, Palmerston North and Wellington.		
Event Objectives	• Develop the premium regional outdoor arts festival in Australaisia • Assist in re-branding Hamilton as a vibrant cultural city and eventually the regional arts capital of NZ • A whole festival experience with something engaging always happening • An artistic programme reflects nature of gardens; built on the iconic status of gardens, it's surprising, eclectic, yet connected. • Explore opportunities to extend programming and audience experience to include the River trail towards the CBD. • Explore opportunities to activate key CBD venues and outdoor spaces • A central theme of telling Waikato stories and celebrating Waikato personalities • To maintain and strengthen community participation and attendance • To focus on development of Māori and youth audiences, participants and leadership within the festival • To strengthen and develop further channels for audience, stakeholder and artist feedback to the festival • To continue to develop diversity of income sources for the festival including ticket income, sponsorship, funding and development of private donors • To continue to develop governance and operational systems and procedures to meet best practice examples within the industry •		
Attendance	Participants and Spectators 40,650 – from Hamilton 16,000 – from outside Hamilton	**Anticipated Bed Nights**	2500 in hotels and motels for 2 nights = 5000 bed nights

			Plus 5500 home hosted for 2 nights = 11,000
External Funding	Budget information supplied with the application includes external funding from Creative NZ, WEL Energy Trust, Trust Waikato, Grassroots Trust, Fonterra Grassroots Trust, NZ Community Trust, Lion Foundation, and Brian Perry Charitable Trust and a number of in-kind sponsorships for event related activity. The organisers are also targeting naming rights partners for the overall event and hero events.		
Previous Council Support	The event is supported by exclusive use of the Hamilton Gardens for two weeks every year which is estimated in value at $65k, plus $5k in financial support and additional staff time and extra maintenance during the festival period. The event has also received event sponsorship funding on an annual basis since 2010 - 2017 and the value has been between $55k to $130k each year. In 2018, the 2019 event received $130k of funding from the event sponsorship fund and fulfilled all agreement obligations.		
Past Event Performance	The Hamilton Gardens Summer Festival Foundation has delivered the Hamilton Gardens Arts Festival annually since 1998. In 2019, the festival delivered 139 shows over 10 days with 6,710 people attended ticketed event and well over 30,000 people went to free or non-ticketed events.		
Sponsorship Benefits to Council	**NATIONAL EXPOSURE - POSITIONING HAMILTON AS THE REGIONAL ARTS CAPITAL OF NZ** Hamilton City Council will be acknowledged as a key contributor the delivery of a national on-line marketing campaign designed to not only driving significant visitation with accompanying wider economic benefits, but also assist in showcasing the city as the stunning destination of choice that locals know it to be. **ONLINE/SOCIAL MEDIA PROFILING** The opportunity to access the Festival's network of audience and sponsors at the exclusive Programme Launch event and via online/social media profiling of other key community initiatives that Council supports. **BRAND PROFILING DELIVERED IN ACCORDANCE TO AGREED OUTCOMES** • The HCC brand and message on display throughout the Festival. The Festival Team will work with HCC to ensure your sponsorship is recognised and promoted in a way that aligns with HCC's preferred outcomes. This could include (but not limited to): ○ Hamilton City Council logo appearing on any document, uniform or advertisement relating to the project. This would include (but not be limited to), over 60,000 hard copy programmes distributed across the region, and a budgeted $275,500 worth of local and national marketing initiatives. ○ First opportunity to display branding at key locations of the Hamilton Gardens and wider festival footprint - as agreed to by both parties as well as any additional signage/posters etc across the city. ○ Exclusive naming rights alignment with a major event or component/theme within the festival. **COMPLIMENTARY AND DISCOUNTED TICKETS/HOSTING OPPORTUNITIES** • As an arts festival, HGAF is able to offer the following unique sponsorship benefits: • Up to 75x complimentary tickets to Festival Events. • Invitation to attend and speak at the exclusive HGAF Programme Launch • The opportunity to leverage from the Festival by offering exclusive hosting opportunities at various venues and events, including hosting an exclusive meet and greet with the cast and crew of a Festival event. • Opportunity to host and coordinate key functions with clients and colleagues. • Opportunity for staff discounts for "Directors Picks" selection of festival shows and events		

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Sponsorship Requested	$150,000
Management assessment against criteria	**Score (5)**
Fit to Hamilton City vision and profile	5
City exposure benefits	5
Generation of overnight visitation to city	3
Generation of incremental income to city businesses	3
Number of anticipated participants	5
Utilisation of city assets	5
Total	**26 / 30**
Management Recommendation	

APPROVE $130,000

Recommended – an iconic legacy event for Hamilton and a natural fit with the event sponsorship fund criteria of pride and profiling. It endorses Hamilton as an event destination to those outside the region and use of a key city asset as a must-see destination. The organisers have identified a need to evolve the event to include further use of river paths along the Waikato river and connection to the CBD open spaces. Funding for this event is very challenging and heavily reliant on Council support.

FESTIVAL OBJECTIVES 2020*

With the appointment of new festival directors in August 2017, and a predominantly new Board in 2018, there is a new approach to programming the festival, driven by the overarching artistic vision of:

- *Developing the premium regional outdoor arts festival in Australasia*

While also assisting to deliver key outcomes identified in the following city endorsed strategic plans:

- *Hamilton's River Plan*
- *Hamilton Waikato Tourism Opportunities Plan*
- *Central City Transformational Plan*

To be read in conjunction with the Hamilton Gardens "The Future of our Festival" doc.

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Goal	Objectives	Actions	Evaluation
Artistic development 1: A whole festival experience with something engaging always happening.	1. Audiences feel confident that they can access several different experiences on one trip to the Festival 2. Audiences are encouraged to step 'outside the box' with programme choices 3. Audiences feel that there is something for them regardless of background or economic status	1. Develop the free festival hub programme where audiences can gather and 'hang out' and enjoy a wide offering of world food and live free entertainment. 2. Engage further with the many cultures living within Hamilton with view of sourcing shows that tell their stories 3. Collaborate with other city festivals to identify synergies and opportunities for collaboration to ensure greater audience experience. 4. Create marketing connections between known events and lesser known (eg "Directors' choice", buy one get one half price to select events) 5. Ensure the programme targets a variety of communities, genres and price points 6. Invest in greater marketing reach within the Waikato and nationwide.	1. Audience feedback is consistently high with over 80% positive feedback 2. Increase in sales of touring and more artistically challenging events 3. Increase in diversity of audiences, and first-time festival attendees

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Artistic development 2: An artistic programme reflects nature of gardens; built on the iconic status of gardens, it's surprising, eclectic, yet connected. Explore opportunities to extend programming and audience experience to include the River Trail towards the CBD. Explore opportunities to activate key CBD venues and outdoor spaces	1. Regional and national visitors attend the festival for an experience that is unique to Hamilton. 2. Provide a greater audience experience worthy of national attention. 3. Drive festival goers into the CBD to encourage greater spend within the community. 4. More site specific work is created	1. Promote the strategic direction of the festival to funders and potential sponsors with hope of generating additional revenue to support expansion. 2. Ensure marketing emphasises the points of difference of the Festival and the Gardens, and targets regional and national media 3. Communicate effectively with artists regarding targeted work for the gardens and beyond 4. Communicate with the broader arts industry a clear vision of the festival	1. National and regional attendances at the festival increase 2. More site specific and commissioned work is presented 3. Artists and audiences have a clear understanding of the points of difference of the festival 4. Noticeable spike in accommodation and room nights over the festival period. 5. Noticeable spike in visitation to Hamilton CBD and trail activation to the Gardens.
Artistic development 3: A central theme of telling Waikato stories and celebrating Waikato personalities.	1. Local artists have access to festival infrastructure to develop original work 2. Local communities are encouraged to participate in artistic projects that celebrates the diversity within our community. 3. A sense of belonging and Mana is associated with home-grown projects and people.	1. Target senior local artists for festival commissions 2. Work with local arts and cultural providers to partner on local projects 3. Target local communities to create an arts project for the festival 4. Work with Tainui with view of collaborating to tell our stories on, in or around the mighty Waikato River.	1. A higher number of local original works are presented 2. Projects initiated by other local arts and cultural organisations are presented 3. Hamilton artists and audiences feel ownership and pride in the festival

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Community / Audience Development 1: To maintain and strengthen community participation and attendance	1. The festival is anticipated as a highlight of the annual events calendar 2. Diverse communities know there is something for them and their families in the festival, to watch or participate in 3. There is a national presence to the Festival resulting in an increase in inbound visitation.	1. Programming is of a consistently high quality 2. Marketing and programming reflects diverse communities 3. Community leaders targeted for connection to the festival 4. Greater investment in local and national marketing.	1. Media, audience and artist feedback is consistently high 2. Increase in diverse audiences and artists against previous festivals 3. A database of community leaders is developed 4. Noticeable spike in accommodation and room nights over the festival period. 5. Noticeable spike in accommodation and room nights over the festival period.
Community/ Audience Development 2: To focus on development of Māori and youth audiences, participants and leadership within the festival	1. The festival has a strong partnership with Mana Whenua 2. The festival celebrates Māori artists, art forms and stories 3. Future audiences are developed through strong youth attendance and participation	1. Incorporate tikanga Māori into key festival events 2. Connect with local iwi leaders to discuss potential partnership and festival leadership opportunities 3. Ensure Māori artists are aware of opportunities within the festival 4. Connect with youth organisations to promote the festival and investigate current gaps in the youth arts and cultural market	1. Festival team and participants are encouraged to participate in tikanga for key festival events 2. Local iwi and Māori organisations are aware of the festival 3. An increase in the number of Māori and youth audiences and participants 4. Identify and implement leadership opportunities

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			with the broader festival organisation
Community/ Audience Development 3: To strengthen and develop further channels for audience, stakeholder and artist feedback to the festival	1. The festival has robust feedback systems and uses these for continuous improvement of festival programmes and systems, and to communicate festival successes and challenges to investors	1. Examine current festival evaluation systems 2. Research industry evaluation systems and best practice	1. Festival team has a thorough understanding of current evaluation systems, and a plan for implementation for future festivals
Organisational Sustainability 1: To continue to develop diversity of income sources for the festival including ticket income, sponsorship, funding and development of private donors	1. The festival is secure financially 2. Rainy day reserves are allocated 3. The festival has a wide pool of investors	1. Mitigate potential loss of income due to inclement weather by looking at alternative venues. 2. Sponsorship strategy is updated and implemented 3. Drive revenue through ticket sales – investment in marketing and programme development.	1. Clear sponsorship strategy implemented 2. Festival footprint reviewed with implementation of new weatherproof venues. 3. Greater audience to ticketed events due to investment in marketing and programme development.
Organisational Sustainability 2: To continue to develop governance and operational systems and procedures to meet best practice examples within the industry	1. Systems and policies are clear to all festival team and board 2. Organisational risks are identified and mitigated 3. Legal organisational requirements are met	1. Ongoing analysis of organisational systems and policies to ensure relevance 2. Practical implementation of policies across organisational departments and internal stakeholders	1. Festival documents are current and used as the baseline for operational decision making by the full festival team. 2. Festival operates to best in business and has the governance infrastructure

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			required to apply for CNZ multi-year funding.

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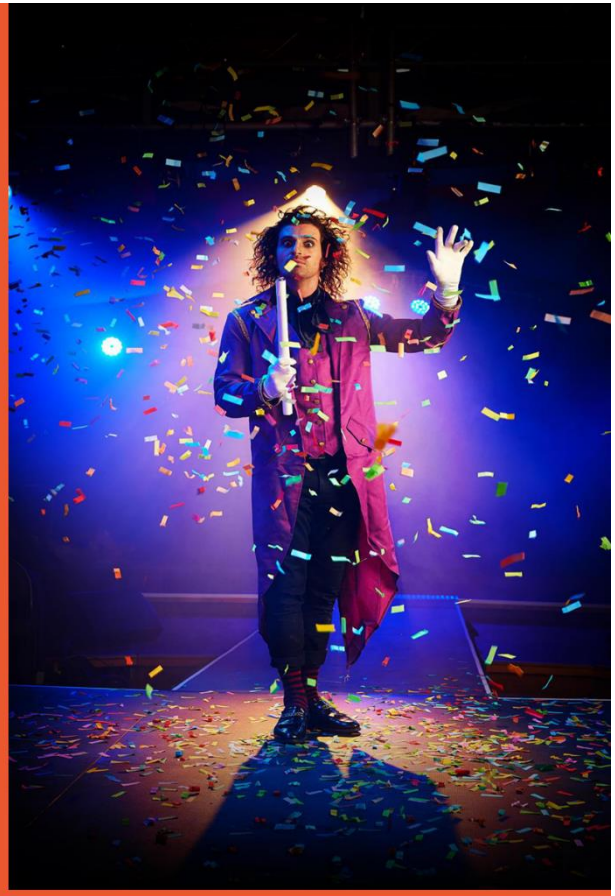

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An Invitation

The Hamilton Gardens Summer Festival Trust would like to extend an invitation to Hamilton City Council to discuss the viability of the highly successful Hamilton Gardens Arts Festival evolving into one of New Zealand's most iconic regional arts festivals.



Explore. **Experience.** Enjoy

Hamilton Gardens Arts Festival

The Hamilton Gardens Arts Festival has been the premier arts and culture event in the Waikato for the past 20 years.

Featuring a diverse range of local, national and international acts, all have traditionally been staged in the magnificent award winning Hamilton Gardens creating a magical experience for the people of Hamilton and surrounding districts.

The 2019 Festival delivered 139 shows, over 10 days, utilising over 1,400 volunteer hours.

6,710 attended ticketed shows and well over 30,000 joined us at free events.

Explore. **Experience.** Enjoy



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It is our intention to extend an invitation to the rest of New Zealand so the entire country can experience this phenomenal event.

By doing so, assist in re-branding Hamilton as a vibrant cultural city and eventually the regional arts capital of New Zealand.



Explore. **Experience.** Enjoy

Reason #1
Hamilton is the fastest growing city in New Zealand

Hamilton currently promotes itself as a city of growth, opportunity and innovation.

As New Zealand's 4th largest city, Hamilton is growing quickly. With an estimated population of 160,000, it is expected to grow to 190,000 by 2031 becoming New Zealand's largest regional economy..

Its residents represent over 160 different groups from around the world. Almost a quarter of people living in Hamilton identify with a culture that is not NZ European or Maaori.



Explore. **Experience.** Enjoy

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Reason #2
The Liveability of a Growing Cosmopolitan City

As Hamilton grows, we need to invest in not only infrastructure but our liveability.

Liveability is the convergence between the attributes of a city or region that are seen by individuals as offering them a better quality of life, and those attributes that are seen by investors or businesses as offering them a competitive advantage.

Arts and culture contribute directly to a city's sense of liveability.

Therefore, the presence of diversified lifestyles and cultural choices through the arts has been shown to be a key driver of high economic performance.



Explore. **Experience.** Enjoy

Hamilton has the essential qualities to be one of the most liveable cities in New Zealand.



Explore. **Experience.** Enjoy

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Reason #3
Tourism. New Zealand's Premium Economic Driver

Visitors are more attracted to cities that have been transformed into liveable places. These cities are alive with activity during the day and into the evening.

Wellington, Brisbane, Vancouver, Toronto and Melbourne are examples of cities that attract higher visitation through ongoing investment in liveability. Each city is well recognised as a dynamic place driven by arts and culture.

Hamilton and the Waikato region has a significant, vibrant and growing tourism sector.

It is the 5th largest in New Zealand accounting for $1.26 billion in visitor expenditure.

It is surpassed only by Auckland, Wellington, Queenstown and Christchurch.



Explore. **Experience.** Enjoy

The Hamilton Waikato Tourism Strategic Plan identifies major multi-day events attract significant numbers of visitors from outside the region.

Examples of similar events that are recognised as major economic drivers for their region include: WOMAD (Taranaki), Art Deco Weekend (Napier), Tauranga's Jazz Festival, World of Wearable Arts and the International Jazz Festival (Wellington) and the Auckland Arts Festival.

The Hamilton Arts Festival's unique proposition not only has the potential to put Waikato on the cultural tourism map, but to showcase the city as one of the most liveable places in New Zealand.



Explore. **Experience.** Enjoy

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The Future

Embracing Hamilton's metamorphosis, the Hamilton Gardens Arts Festival recognises its potential to reinvent itself from a highly successful domestic event into a major New Zealand "must do" experience.

In doing so, the Festival could assist in delivering on key outcomes as identified in the following Hamilton City strategic plans:

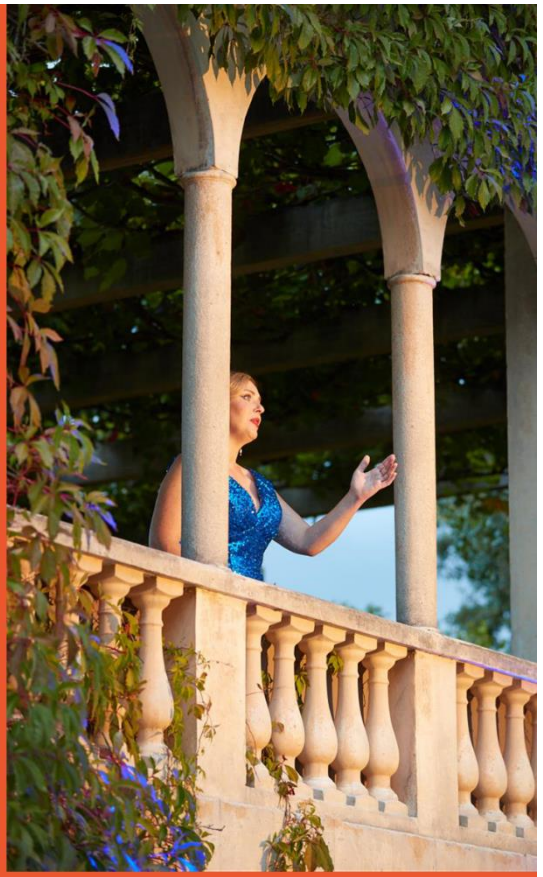
- Hamilton's River Plan
- Hamilton Waikato Tourism Plan
- and the Central City Transformation Plan



Explore. **Experience.** Enjoy

Opportunities include:

- Connect the Gardens to the CBD by activating the cycle trail with food stalls, sculpture festival, roaming artists and/or pop-up performance venues.
- Further activate key riverside locations including the Band Rotunda, Waikato Museum, Meteor Theatre and Victoria on the River.
- Tell our stories in, on and around the Mighty Waikato River.
- Create more indoor venues by repurposing existing under-utilised spaces and structures.
- Enhance food & beverage options free access festival spaces
- Encourage greater collaboration and integration with other local festivals.



Explore. **Experience.** Enjoy

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- New low-cost family-friendly twilight experiences.
- Greater emphasis on showcasing the diversity of the people of our region.
- Support local artists to bring more local stories to the Waikato stage.
- Support local artists to develop their career by providing a platform where they can network with national and international artists and producers.
- Invest in nationwide marketing strategies.
- Showcase Hamilton to the rest of New Zealand as the destination of choice that locals know it to be.



Explore. **Experience.** Enjoy

To add to the above, there is also the option of establishing a second winter based festival within the streets of the city's CBD embracing its many live performance venues, cafes, bars and open spaces while further activating the mighty Waikato River (potentially in conjunction with the opening of the Waikato Regional Theatre).



Explore. **Experience.** Enjoy

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To do so, we need a visionary long term partner who understands both public and private investment in the arts is for the inherent value of culture: life-enhancing, entertaining, defining of our personal and national identities.



Explore. **Experience.** Enjoy

Hamilton City Council

And the best partner to make this happen?
Our very own Council.

We are asking the Hamilton City Council to further invest into the city's premier annual arts event to evolve it into a world class event and by doing so, assist in repositioning ourselves as the regional cultural capital of New Zealand.



Explore. **Experience.** Enjoy

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Return on investment

By on-boarding now, Hamilton City Council has a unique opportunity to have strategic input into the development of our city's exciting cultural future while delivering on key elements within numerous Council endorsed strategic plans.

If successful in attracting additional revenue, we envision working in partnership with HCC and any other major financial partner to develop a suite of strategies that delivers the very best return on investment. These could include (but not limited to):

- NATIONAL EXPOSURE – HCC being acknowledged as a key contributor to the delivery of a nationwide marketing campaign promoting the city as a destination of choice.
- HCC BRAND EXPOSURE – Significant brand exposure throughout the Festival through onsite banners and other initiatives as agreed between both parties.
- LOGO AKNOWLEDGEMENT – on all formal documentation including over 60,000 hard copy programmes, website, posters and within a budgeted $275,500 of local and national marketing initiatives (pending funding).



- VERBAL AKNOWLEDGEMENT – at all form presentations and public announcements.
- COMPLIMENTARY TICKETS – Up to 75 to Festival events
- PROGRAMME LAUNCH – Invitation to attend and speak at the exclusive HGAF Programme Launch.
- CLIENT/STAFF NETWORKING OPPORTUNITIES – Option to host exclusive functions and events at various venues and events – including the potential to meet and greet with cast and crew of a chosen event.
- DISCOUNTED TICKETS – for staff to attend key "Director picks" selection of festival shows and events.



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Title Text

Geoff Turkington
General Manager
022 096 3162
geoff@hgaf.co.nz

HAMILTON GARDENS Arts Festival
HGAF.CO.NZ

HAMILTON GARDENS

Arts Festival

HGAF.CO.NZ

The Future of our Festival

Hamilton City Council
Te kaunihera o Kirikiriroa

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The Objective

The Hamilton Gardens Summer Festival Trust recognises Hamilton City along with the wider Waikato region is going through significant urban growth.

With the Festival turning 21 in 2020, the Trust is revisiting the event's core purpose with the view of better aligning it with the region's wider strategic objectives.



Explore. **Experience.** Enjoy.

HAMILTON GARDENS Arts Festival HGAF.CO.NZ

Hamilton Gardens Arts Festival

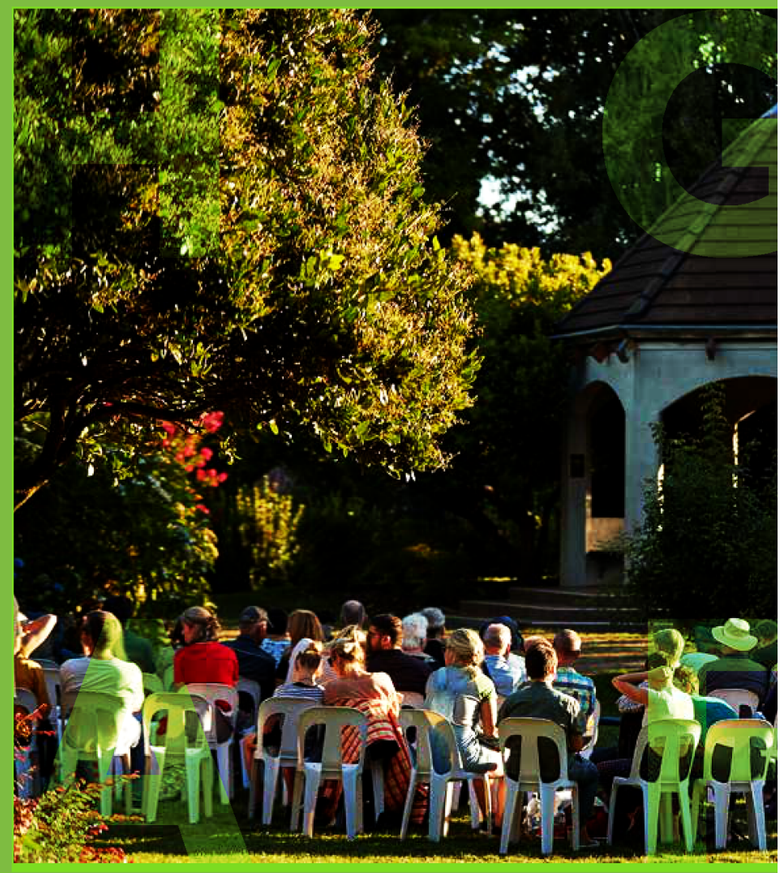
- The Hamilton Gardens Arts Festival has been the premier arts and culture event in the Waikato for the past 20 years.
- Featuring a diverse range of local, national and international acts, all are staged in the magnificent Hamilton Gardens, resulting in a magical experience for the people of Hamilton and surrounding districts.
- The 2019 Festival delivered 139 shows, over 10 days, utilising over 1,400 volunteer hours.
- 6,710 attended ticketed shows and well over 30,000 joined us at free events.



Explore. **Experience.** Enjoy.

It is our intention to extend an invitation to the rest of New Zealand so the entire country can experience this phenomenal event.

By doing so, assist in re-branding Hamilton as a vibrant cultural city and eventually the regional arts capital of New Zealand.



Explore. **Experience.** Enjoy.

Reason #1
Hamilton is a Growing Cosmopolitan City

- Hamilton currently promotes itself as a city of growth, opportunity and innovation.
- As New Zealand's 4th largest city, Hamilton is growing quickly. With an estimated population of 160,000, it is expected to grow to 190,000 by 2031 becoming New Zealand's largest regional economy.
- Its residents represent over 160 different groups from around the world. Almost a quarter of people living in Hamilton identify with a culture that is not NZ European or Māori.



Explore. **Experience.** Enjoy.

- Business is thriving with the city being home to some of New Zealand's most innovative export-driven companies, research institutes and healthcare providers.
- As a consequence, Hamilton is attracting highly educated people who are used to living in sophisticated cosmopolitan environments.
- To inspire the best and brightest, Hamilton currently promotes itself as an attractive, welcoming city that celebrates achievement, diversity, creativity, innovation and lifestyle.



Explore. **Experience.** Enjoy.

Reason #2
The Liveability of a Growing Cosmopolitan City

- As Hamilton grows, we need to invest in not only infrastructure but our liveability.
- Liveability is the convergence between the attributes of a city or region that are seen by individuals as offering them a better quality of life, and those attributes that are seen by investors or businesses as offering them a competitive advantage.
- Arts and culture contribute directly to a city's sense of liveability.
- Therefore, the presence of diversified lifestyles and cultural choices through the arts has been shown to be a key driver of high economic performance.



Explore. **Experience.** Enjoy.

Hamilton Gardens Arts Festival
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Te kaunihera o Kirikiriroa

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Hamilton has the essential qualities to be one of the most liveable cities in New Zealand.



Explore. **Experience.** Enjoy.

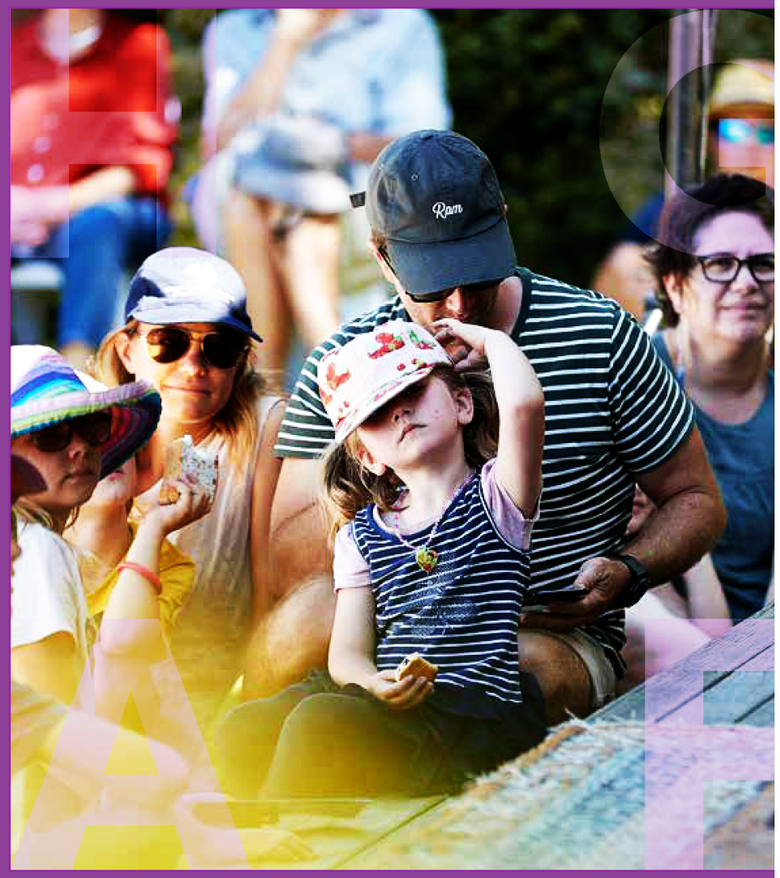
Reason #3
Tourism – New Zealand's Premiere Economic Driver

- Visitors are more attracted to cities that have been transformed into liveable places. These cities are alive with activity during the day and into the evening.
- Wellington, Brisbane, Vancouver, Toronto and Melbourne are examples of cities that attract higher visitation through ongoing investment in liveability. Each city is well recognised as a dynamic place driven by arts and culture.
- Hamilton and the Waikato region has a significant, vibrant and growing tourism sector.
- It is the 5th largest in New Zealand accounting for $1.26 billion in visitor expenditure.
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Explore. **Experience.** Enjoy.

- The Hamilton Waikato Tourism Strategic Plan identifies major multi-day events attract significant numbers of visitors from outside the region.
- Examples of similar events that are recognised as major economic drivers for their region include: WOMAD (Taranaki), Art Deco Weekend (Napier), Tauranga's Jazz Festival, World of Wearable Arts and the International Jazz Festival (Wellington) and the Auckland Arts Festival.
- The Hamilton Arts Festival's unique proposition not only has the potential to put Waikato on the cultural tourism map, but to showcase the city as one of the most liveable places in New Zealand.



Explore. **Experience.** Enjoy.

The Potential Future of the Hamilton Summer Arts Foundation

A reimaging of the Festival has the potential to deliver on key outcomes identified in the following Hamilton City strategic plans:

- **Hamilton's River Plan**
  http://www.hamiltoncityriverplan.co.nz/

- **Hamilton Waikato Tourism Plan**
  https://www.waikatonz.com/media/2878/hwt-opportunities-plan-by-trc-tourism-280616-final.pdf

- and the **Central City Transformation Plan**
  https://www.hamilton.govt.nz/our-partner-projects/cctp/Documents/HAM0016%20City%20Transformation%20Plan%20FA%20WEB.pdf

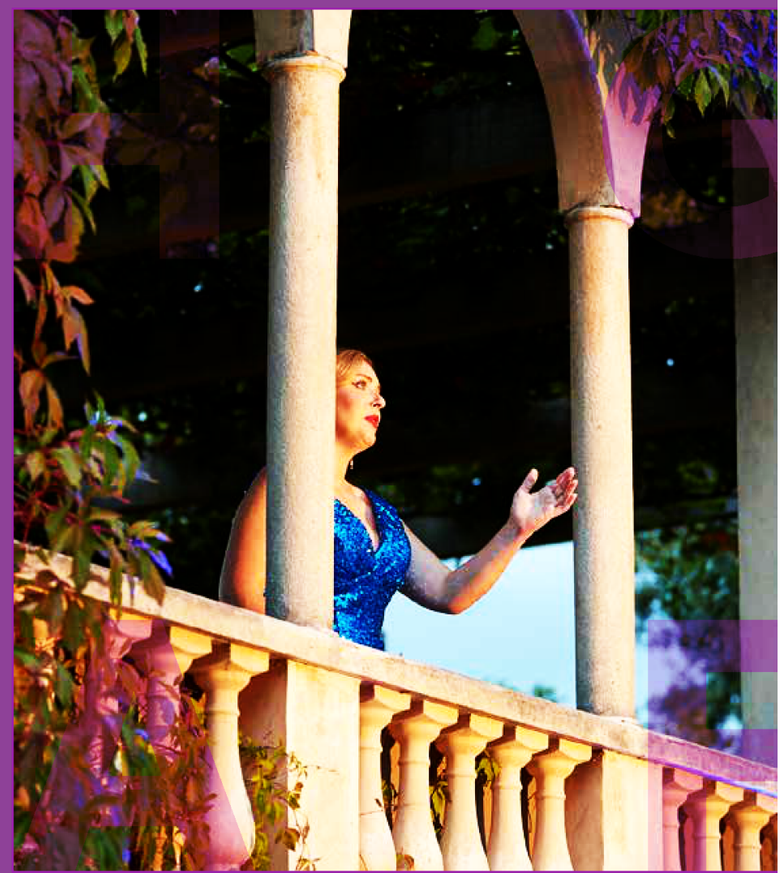


Explore. **Experience.** Enjoy.

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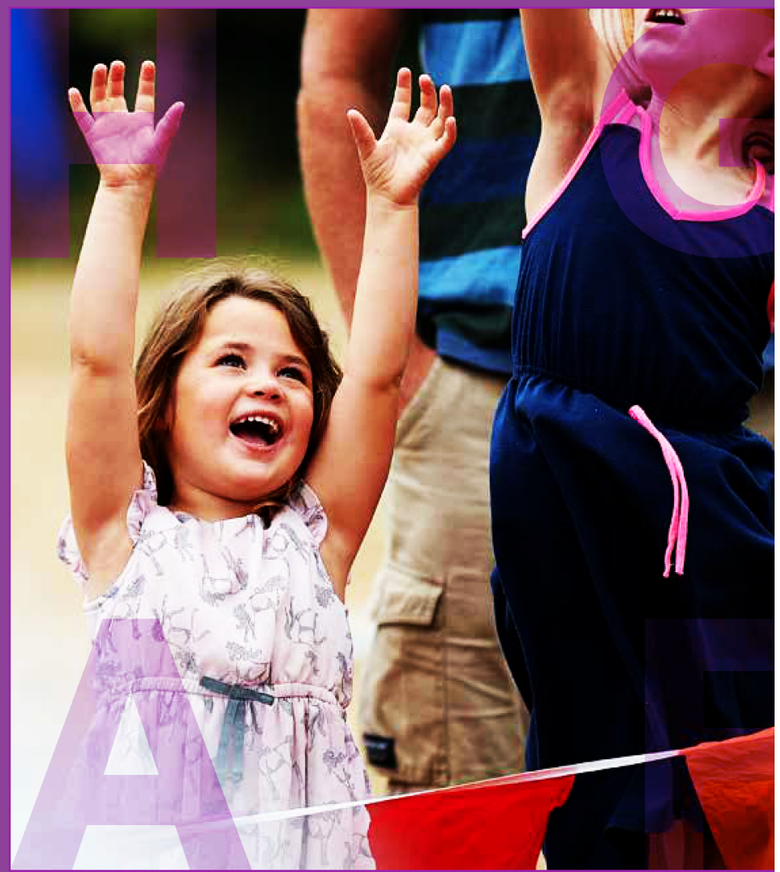
Opportunities include:

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- Enhance food & beverage options free access festival spaces
- Encourage greater collaboration and integration with other local festivals.



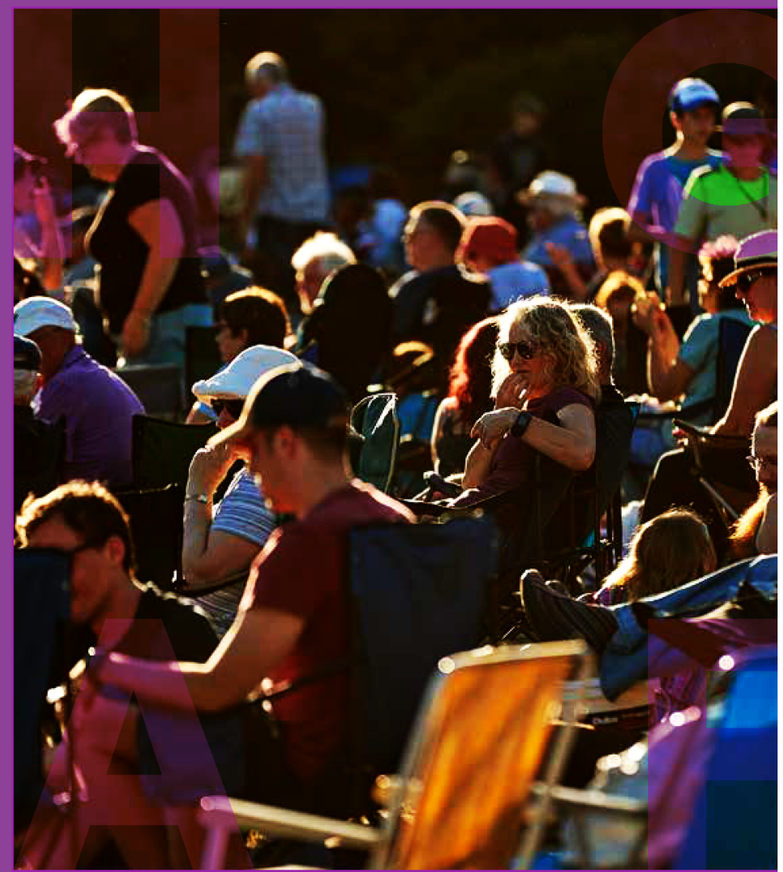
Explore. **Experience.** Enjoy.

- New low-cost family-friendly twilight experiences.
- Greater emphasis on showcasing the diversity of the people of our region.
- Support local artists to bring more local stories to the Waikato stage.
- Support local artists to develop their career by providing a platform where they can network with national and international artists and producers.
- Invest in nationwide marketing strategies.
- Showcase Hamilton to the rest of New Zealand as the destination of choice that locals know it to be.



Explore. **Experience.** Enjoy.

To add to the above, there is also the option of establishing a second winter based festival within the streets of the city's CBD embracing its many live performance venues, cafes, bars and open spaces while activating the mighty Waikato River (2021 in conjunction with the opening of The Waikato Regional Theatre).



Explore. **Experience.** Enjoy.

CURRENT SITUATION

- HGAF has traditionally punched above its weight.
- The team strives to deliver an annual festival to a professional standard equivalent to similar sized events elsewhere.
- However, these events enjoy significantly greater multi-year funding.
- To evolve, we need investment in not only improved programming and audience experiences, but in the operational infrastructure in order to deliver.
- This requires multi-year funding commitments and dedicated funding partners.



Explore. **Experience.** Enjoy.

HOW?

It is estimated that to secure the future of Hamilton's Arts Festival, an additional $220K per annum is required.

Our strategy to deliver this includes:

1. A review of the operational structure to ensure the right suite of skills are in place.
2. Negotiate with existing funding partners to identify development opportunities that strategically aligns with their ROI requirements.
3. Identify new investment partners who bring renewed energy and resource to the Festival.
4. Be open to partnering with a single visionary and complimentary naming rights organisation that embraces the Trust's over-arching medium to long term objectives.
5. Improved programming to drive box office revenue growth.
6. Implementation of zero waste initiatives - reducing landfill and setting precedents for other events.

Explore. **Experience.** Enjoy.

We need visionary long-term partners who understand that both public and private investment in the arts enhances the inherent value of culture: life-enhancing, entertaining, defining of our personal and national identities.



Explore. **Experience.** Enjoy.

Hamilton City Council
Te kaunihera o Kirikiriroa

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RSVP

Geoff Turkington
General Manager
022 096 3162
geoff@hgaf.co.nz

Chris Williams
HGAF Chairman
027 453 3960
chris@kingst.co.nz



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HAMILTON GARDENS Arts Festival HGAF.CO.NZ

Marketing and Promotion Plan

- **Target markets**

  Although the festival caters for everyone, to drive ticket sales we have identified 2 key target audiences:

  The locals
  - *All people between the ages of 25-60*
  - *Living in Hamilton City and the Waikato Region, within 45min of the city boundary*
  - *Have a good knowledge of the Hamilton Gardens and what's on offer*
  - *An interest in dance, comedy, music, theatre, family and unique experiences.*
  - *Enjoy the free family events and see the value in a paid gig*
  - *Are likely to be looking beyond Hamilton for summer events*

  The wish we were locals
  - *All people between the ages of 25-60*
  - *Living in Auckland, Bay of Plenty, Coromandel, Taupo, Taranaki, Palmerston North and Wellington.*
  - *Looking for an escape from their regular weekend, needing an experience to remember and a fantastic destination to travel too.*
  - *Likely to be searching for domestic air travel/AirBnb/rental car/caravan sites or are active users of event websites such as Ticketek, Eventfinda, Ticketmaster*

- **Marketing objectives**

  Brand Awareness
  Building up hype around the Festival is the best way to get the word out. Rather than selling unique programmed events, we need to sell the experience of an epic outdoor festival that can cater to everyone, and is on Hamilton's doorstep.
  This marketing would encourage people to visit the website to explore the programme for themselves so they can uncover the great line up and the events that they are most interested.

  Direct Response
  Taking a tactical approach to hero some of the programme marketing along with genre specific messages that demands a quick response from consumers who are exposed to it.
  The goal of this direct response marketing is convince consumers to buy tickets or take advantage of different promo options.

- **Marketing strategies including advertising/PR activity and timeline**

  Timeline
  - *Programme Launch: Nov/Dec 19 TBC*
  - *Brand Building: Dec - Jan*
  - *Tactical/Event specific drive: Late Jan -Feb*
  - *Artist Drive: 2 weeks out from start date, interviews and sneak peaks*
  - *During Festival: Regular updates across social platforms*

Activity Overview

- *Leverage Stuff and NZME (contracts pending) contra advertising space.*
    - *Stuff – Print and Digital: A large chunk of our audience are active readers of newspapers so large format ads are a must.*
    - *NZME – Radio and Digital: Making use of the premium and interactive placements such as video pre-rolls, pushdowns, page takeovers, 30' Radio spots and Radio promo teams.*

- We plan on using Outdoor, Digital as well as Ambient advertising as part of the media mix. These channels will provide a continuation to grow the momentum of the contra activity and to extend our reach of our target audience

- Digital billboards will be used specifically to target high traffic areas in Hamilton in Jan/ Feb, the sites recommended will offer a high level of exposure and to increase mass awareness of the festival

- The key programme distribution will be aligned with and inserted into a large region wide newspaper.

- A later distribution of the printed programmes will be used to target cafes, hairdressers and book-shops in Hamilton as well as Tauranga in mid-January, we will aim to place these in hot spots/ reception areas where visibility will be high

- Digital will be used to underpin the campaign and to drive direct response to buy tickets online, using a combination of Display, Facebook as well as YouTube to obtain the widest reach for the lowest cost

- *YouTube will be good for generating a large reach and greater brand awareness. Facebook will be able to generate direct response and increase conversions (bookings).*
- *Utilising video creative on Facebook and YouTube to generate engagement. The same creative will be able to run across both platforms.*
- *We will then retarget those users who have shown interest by clicking through to your site, with Facebook remarketing ads that have a strong call to action to book now.*

- **Who is responsible for the marketing and promotions plan?**

  Alongside the key festival team, KingSt Advertising will be responsible for the co-ordination of the marketing strategy. KingSt will work in conjunction with other key media partners (contract pending) NZME and Stuff and ensure that the media mix recommendation aligns with the objectives of the Festival and ultimately the funding partners.

  Further to this, the key Festival Team will include a Publicist and an Audience Engagement Coordinator. The Publicist will liaise with different media outlets to co-ordinate stories, releases and update columns. The Audience Engagement Coordinator will provide daily social media updates and be the first point of call for all immediate enquiries about Festival content.

- **Do they have experience in either events/marketing/PR? If so, what experience?**

KingSt is a full service advertising agency that had operated in Hamilton for 21 years and provides creative, design, media, digital and strategic marketing services. Their client list includes but is not limited to, Hamilton Waikato Tourism, Hamilton City Council, Rotorua Economic Development Agency, Te Waka and the University of Waikato.

KingSt have served as a key sponsor of the Hamilton Gardens Arts Festival for 18 years and offer strategic, design, media and web development expertise to the value of $75,000 at a significantly reduced rate of $25,000.

- **Itemised marketing and promotions plan budget**

  As per attached pdf

Attachment 2

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27 May 2019

To Whom It May Concern

HAMILTON GARDEN ARTS FESTIVAL

In 2018, Hamilton & Waikato Tourism developed and released a Regional Major Events Strategy which outlines the benefits of events for our region – economic, destination branding and positioning, legacy and social benefits.

The Strategy adopted classification measures to identify what constitutes a "major" event (attendance of 20,000pax and 15,000 bed nights) and what is an "anchor" event (attendance of 50,000+pax and 25,000+ bed nights). The goal of the strategy is to secure new "major" and "anchor" events for our region, and to assist our current existing events to move into major event status.

The Hamilton Garden Arts Festival is one of the events that we have identified as having potential to become a "major" event for our region. Multi-day events like the Arts Festival has the potential to not only drive visitation from outside our region, it also creates reasons to stay overnight to experience more than one performance. This not only benefits the festival itself, as there are wider benefits for Hamilton City through commercial accommodation, hospitality, transport, tourism activities, and museum and art gallery experiences.

The Mighty Waikato region's experience and credibility with hosting large-scale events means the city and region is well suited to further develop the Hamilton Garden Arts Festival aligned to the aspirations of the Regional Major Events Strategy.

The Hamilton Gardens Summer Festival Foundation's vision to elevate an already successful domestic event into a major multi-day inbound visitor driver has the potential to become a significant economic driver for the region. This helps achieves the regional objectives set in our Tourism Opportunities Plan (2016) and the Regional Major Events Strategy (2018).

Hamilton & Waikato Tourism will continue to provide support to Hamilton Garden Arts Festival through our marketing channels with profile in publications, media channels, content on our website waikatoNZ.com and through our social media platforms. We will also continue to promote the event in our regular engagement with the travel trade, and local, national and international media.

Hamilton & Waikato Tourism, C/- Hamilton Airport, Airport Rd, RD2, Hamilton 3282
P +64 7 843 0056 | F +64 7 843 2365 | info@hamiltonwaikato.com | www.hamiltonwaikato.com

Please feel free to contact me should you require any further information.

Yours faithfully



Jason Dawson
Chief Executive

Hamilton & Waikato Tourism, C/- Hamilton Airport, Airport Rd, RD2, Hamilton 3282
P +64 7 843 0056 | F +64 7 843 2365 | info@hamiltonwaikato.com | www.hamiltonwaikato.com

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CASH INCOME 2019

INCOME

WHO	AMOUNT	TOWARDS
Core Funder		
Hamilton City Council	$150,000.00	
Funders		
Creative NZ	$ 65,000.00	
WEL Energy Trust	$ 90,000.00	
Trust Waikato	$ 81,000.00	
Grassroots Trust	$ 90,000.00	
Grassroots Trust April	$ -	
The Southern Trust	$ -	
Fonterra Grassroots Fund	$ 4,000.00	
New Zealand Community Trust	$ 10,000.00	
Lion Foundation	$ 10,000.00	
Brian Perry Charitable Trust	$ 15,000.00	
TOTAL FUNDING	**$ 515,000.00**	
Sponsors		
Hamilton Gardens	$ 5,000.00	
PKF Waikato	$ 5,000.00	
APG Architects	$ 1,500.00	
Friends of Hamilton Gardens	$ 2,000.00	
Ebbett	$ 3,000.00	
ANZ	$ 5,000.00	Business Summit
CAANZ	$ 5,000.00	Business Summit
Xero	$ 5,000.00	Business Summit
WINTEC	$ -	
New sponsor 1	$ 65,000.00	Festival Naming Rights
New sponsor 2	$ 20,000.00	Hero Event Naming Rights
New sponsor 3	$ 5,000.00	Specific Event or Venue Naming Rights
New sponsor 4	$ 5,000.00	Specific Event or Venue Naming Rights
TOTAL SPONSORSHIP	**$ 126,500.00**	
INTEREST	**$ 300.00**	
TOTAL	**$ 641,800.00**	

CONTRA SPONSORSHIP 2019

INCOME

WHO	VALUE	TOWARDS	STATUS
Hamilton Gardens	$ 65,000.00	Venue Hire	
NZME	$ 59,500.00	Marketing	
BDO Waikato	$ 5,000.00	Accounting Audit	
Novotel Tainui	$ 3,000.00	Accommodation	
Slater Accountants	$ 3,000.00	Accounting Preparation	
NZ Sound Reinforcement	$ -	Sound Discount	
ACLX Lighting	$ 20,500.00	Lighting Discount	Confirmed
King Street Design	$ 65,000.00	Design programme / print collatoral	Confirmed
Ebbett Cars	$ 2,000.00	Car Loan	
Fairfax Media	$ 15,000.00	Marketing	
Hamilton Gardens Cafe	$ 5,000.00	Food and service (programme launch)	
Ventura Inn and Suites	$ -		
E-Z-GO Carts	$ 5,000.00	free cart hire for Festival dates	
Vivid Images	$ 1,000.00	Printing services.	
Mercury Energy	$ 2,000.00	Free hire 10 x 5 marquee	
The Button	$ 1,000.00	Discounted Web services	
Stronglite Staging	$ 2,000.00		
TOTAL	**$ 254,000.00**		
Plus Council staff contribution estimated at $50,000			

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Overall Cashflow Budget
Hamilton Gardens Summer Festival Foundation
April 2019 to March 2020

ccount	Apr-2019	May-2019	Jun-2019	Jul-2019	Aug-2019	Sep-2019	Oct-2019	Nov-2019	Dec-2019	Jan-2020	Feb-2020	Mar-2020	Total
	Actual	Actual/Budget	Budget	Budget	Actual	Actual/Budget	Budget	Budget	Actual	Actual/Budget	Budget	Budget	
come													
ox Office Income (110)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$110,000.00	$100,000.00	$210,000.00
ian Perry Charitable Trust (230	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$15,000.00	$0.00	$0.00	$0.00	$0.00	$15,000.00
usiness Summit sponsorship (2	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$15,000.00	$15,000.00
usiness Summit Ticket Sales (2	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$20,000.00	$20,000.00
entral Government - Creative N	$0.00	$0.00	$65,000.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$65,000.00
onterra Grassroots Fund (225)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$4,000.00	$0.00	$0.00	$0.00	$0.00	$4,000.00
od and Beverage Commissior	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$3,500.00	$3,500.00
rassroots Trust (223)	$0.00	$0.00	$0.00	$20,000.00	$70,000.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$90,000.00
amilton City Council - Core Fur	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$104,000.00	$0.00	$0.00	$0.00	$46,000.00	$150,000.00
on Foundation (228)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$10,000.00	$0.00	$0.00	$0.00	$0.00	$10,000.00
ew Zealand Community Trust (	$0.00	$0.00	$0.00	$0.00	$10,000.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$10,000.00
onsor - Naming Rights (101)	$0.00	$0.00	$0.00	$0.00	$0.00	$65,000.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$65,000.00
onsorship - Cash (200)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$15,000.00	$15,000.00	$16,500.00	$0.00	$46,500.00
ust Waikato (222)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$81,000.00	$0.00	$0.00	$0.00	$0.00	$0.00	$81,000.00
EL Energy Trust (221)	$0.00	$0.00	$90,000.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$90,000.00
otal Income	**$0.00**	**$0.00**	**$155,000.00**	**$20,000.00**	**$80,000.00**	**$65,000.00**	**$81,000.00**	**$133,000.00**	**$15,000.00**	**$15,000.00**	**$126,500.00**	**$184,500.00**	**$875,000.00**
ess Cost of Sales													
dvertising - Design (303)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$10,000.00	$15,000.00	$0.00	$0.00	$25,000.00
dvertising - Posters and Signag	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$10,000.00	$15,000.00	$0.00	$0.00	$25,000.00
dvertising - Social Media & Onli	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$10,000.00	$10,000.00	$0.00	$20,000.00
dvertising - TV, Radio and New	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$10,000.00	$7,500.00	$7,500.00	$0.00	$25,000.00
rcon - PCP (367)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$5,000.00	$5,000.00
PRA (323)	$0.00	$0.00	$0.00	$0.00	$500.00	$0.00	$0.00	$0.00	$0.00	$0.00	$1,500.00	$1,500.00	$3,500.00
tists Fees - Free Events (314)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$5,000.00	$20,000.00	$20,000.00	$45,000.00
tists Fees - Ticketed Events (3	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$50,000.00	$50,000.00	$50,000.00	$150,000.00
udio Visual (306)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$5,000.00	$5,000.00	$5,000.00	$15,000.00
uilding Consent Fees - PCP (36	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$1,000.00	$0.00	$0.00	$0.00	$0.00	$1,000.00
usiness Summit expenses (480	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$6,000.00	$6,350.00	$12,350.00
ontingency - Festival Operating	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$3,000.00	$3,020.00	$6,020.00
stival Launch costs (332)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$2,000.00	$0.00	$0.00	$0.00	$2,000.00
stival Programmes (300)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$20,000.00	$0.00	$0.00	$20,000.00
stival Volunteer Labour (330)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$12,900.00	$12,900.00
m Expense (318)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$500.00	$0.00	$0.00	$0.00	$1,500.00	$2,000.00
reworks (316)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$7,000.00	$7,000.00
eight Costs - PCP (366)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$6,500.00	$6,500.00	$13,000.00
eneral Expenses (199)	$100.00	$100.00	$100.00	$100.00	$100.00	$100.00	$200.00	$200.00	$300.00	$300.00	$300.00	$100.00	$2,000.00
reen Room Expenses (320)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$1,000.00	$500.00	$1,500.00
reen Room Hire - PCP (365)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$750.00	$0.00	$750.00
ealth and Safety (322)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$500.00	$0.00	$500.00
reage - PCP (360)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$5,000.00	$0.00	$5,000.00
reage of Equipment (310)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$1,000.00	$1,500.00	$2,500.00
frastructure (252)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$8,500.00	$10,000.00	$18,500.00
stall/Removal Labour - PCP (3	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$7,300.00	$7,000.00	$14,300.00
erest on Loan - PCP (369)	$375.00	$375.00	$375.00	$375.00	$375.00	$375.00	$375.00	$375.00	$375.00	$375.00	$375.00	$375.00	$4,500.00
ghting (307)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$10,000.00	$20,000.00	$25,000.00	$55,000.00
quor License (342)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$575.00	$0.00	$0.00	$0.00	$575.00
erations Coordinator (371)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$4,800.00	$4,200.00	$5,200.00	$6,800.00	$21,000.00
alace Incidentals - PCP (368)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$1,600.00	$0.00	$1,600.00
notographer (305)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$2,000.00	$2,000.00

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ower (324)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$2,500.00	$2,500.00	$5,000.00
ecurity (313)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$10,000.00	$10,000.00	$20,000.00
ound (309)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$20,000.00	$20,000.00	$40,000.00
onsorship Recognition & Prom	$0.00	$0.00	$0.00	$500.00	$0.00	$500.00	$0.00	$500.00	$0.00	$500.00	$0.00	$0.00	$2,000.00
age Managers (372)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$2,000.00	$2,500.00	$4,500.00
aging (312)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$10,000.00	$10,000.00	$13,000.00	$33,000.00
upervisors Time - PCP (362)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$8,370.00	$8,370.00
upervisors Travel & Accommoc	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$3,500.00	$3,500.00
mporary Fencing (327)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$1,500.00	$1,500.00	$3,000.00
enue Manager - PCP Site Mani	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$3,000.00	$3,000.00
olunteer Costs (340)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$750.00	$750.00	$1,500.00
otal Cost of Sales	**$475.00**	**$475.00**	**$475.00**	**$975.00**	**$975.00**	**$975.00**	**$575.00**	**$2,575.00**	**$38,050.00**	**$152,875.00**	**$207,775.00**	**$237,165.00**	**$643,365.00**
ross Profit	**-$475.00**	**-$475.00**	**$154,525.00**	**$19,025.00**	**$79,025.00**	**$64,025.00**	**$80,425.00**	**$130,425.00**	**-$23,050.00**	**-$137,875.00**	**-$81,275.00**	**-$52,665.00**	**$231,635.00**
:her Income													
erest Income (270)	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00	$30.00	$0.00	$0.00	$300.00
otal Other Income	**$30.00**	**$30.00**	**$30.00**	**$30.00**	**$30.00**	**$30.00**	**$30.00**	**$30.00**	**$30.00**	**$30.00**	**$0.00**	**$0.00**	**$300.00**
ss Operating Expenses													
udience Engagement Coordina	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$2,000.00	$2,000.00	$2,000.00	$2,000.00	$0.00	$8,000.00
ook Keeping & Administration (	$1,583.00	$1,583.00	$1,583.00	$1,583.00	$1,583.00	$1,583.00	$1,583.00	$1,583.00	$1,584.00	$1,584.00	$1,584.00	$1,584.00	$19,000.00
es and Subscriptions (422)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$500.00	$0.00	$500.00	$0.00	$500.00	$0.00	$1,500.00
eneral Managers Fees (448)	$6,666.00	$6,666.00	$6,666.00	$6,666.00	$6,667.00	$6,667.00	$6,667.00	$6,667.00	$6,667.00	$6,667.00	$6,667.00	$6,667.00	$80,000.00
ffice Expenses (441)	$0.00	$250.00	$0.00	$0.00	$250.00	$0.00	$0.00	$250.00	$0.00	$0.00	$250.00	$0.00	$1,000.00
ublicist (442)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$4,000.00	$4,000.00	$8,000.00
echnical Director Fee (443)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$5,000.00	$5,000.00	$5,000.00	$5,000.00	$20,000.00
eb Hosting (472)	$67.00	$67.00	$67.00	$67.00	$67.00	$67.00	$67.00	$67.00	$66.00	$66.00	$66.00	$66.00	$800.00
ebsite Design & Development	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$3,500.00	$3,500.00	$0.00	$0.00	$0.00	$7,000.00
otal Operating Expenses	**$8,316.00**	**$8,566.00**	**$8,316.00**	**$8,316.00**	**$8,567.00**	**$8,317.00**	**$8,817.00**	**$14,067.00**	**$19,317.00**	**$15,317.00**	**$20,067.00**	**$17,317.00**	**$145,300.00**
ss Overheads													
or Festivals Costs	0	$49,394.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$49,394.00
counting and Audit Costs (400	$58.00	$58.00	$58.00	$58.00	$58.00	$58.00	$58.00	$58.00	$58.00	$58.00	$60.00	$60.00	$700.00
ank Fees (404)	$12.00	$13.00	$12.00	$13.00	$12.00	$13.00	$12.00	$13.00	$12.00	$13.00	$12.00	$13.00	$150.00
-Directors Fees (428)	$2,500.00	$2,500.00	$2,500.00	$2,500.00	$2,500.00	$2,500.00	$2,500.00	$2,500.00	$2,500.00	$2,500.00	$2,500.00	$2,500.00	$30,000.00
nference Expenses (408)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$3,500.00	$0.00	$0.00	$0.00	$0.00	$0.00	$3,500.00
tpos Expenses (420)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$750.00	$750.00	$1,500.00
surance (430)	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$1,600.00	$0.00	$0.00	$0.00	$0.00	$1,600.00
inting & Stationery (440)	$0.00	$0.00	$0.00	$0.00	$0.00	$500.00	$0.00	$500.00	$0.00	$500.00	$0.00	$0.00	$1,500.00
lephone & Internet (450)	$130.00	$130.00	$130.00	$130.00	$130.00	$130.00	$130.00	$130.00	$130.00	$130.00	$130.00	$130.00	$1,560.00
otal Overheads	**$2,700.00**	**$52,095.00**	**$2,700.00**	**$2,701.00**	**$2,700.00**	**$3,201.00**	**$6,200.00**	**$4,801.00**	**$2,700.00**	**$3,201.00**	**$3,452.00**	**$3,453.00**	**$89,904.00**
otal Expenses	**$11,016.00**	**$60,661.00**	**$11,016.00**	**$11,017.00**	**$11,267.00**	**$11,518.00**	**$15,017.00**	**$18,868.00**	**$22,017.00**	**$18,518.00**	**$23,519.00**	**$20,770.00**	**$235,204.00**
et Profit	**-$11,461.00**	**-$61,106.00**	**$143,539.00**	**$8,038.00**	**$67,788.00**	**$52,537.00**	**$65,438.00**	**$111,587.00**	**-$45,037.00**	**-$156,363.00**	**-$104,794.00**	**-$73,435.00**	**-$3,269.00**
us Non Operating Movements													
ST Movements													
ST Outputs	$0.00	$0.00	$9,750.00	$0.00	$0.00	$9,750.00	$0.00	$16,200.00	$2,250.00	$2,250.00	$18,975.00	$27,675.00	$86,850.00
ST Inputs	-$1,665.60	-$9,112.20	-$1,665.60	-$1,740.60	-$1,778.25	-$1,815.75	-$2,280.75	-$2,858.25	-$8,652.00	-$23,850.75	-$31,741.05	-$37,582.05	-$124,742.85
ST Refund/(Payment)			$10,777.80		-$6,343.80		-$6,156.00			-$11,061.00	$28,002.75		$15,219.75
et GST Movements	**-$1,665.60**	**-$9,112.20**	**$18,862.20**	**-$1,740.60**	**-$8,122.05**	**$7,934.25**	**-$8,436.75**	**$13,341.75**	**-$6,402.00**	**-$32,661.75**	**$15,236.70**	**-$9,907.05**	**-$22,673.10**
et Budgeted Cash Movement	**-$13,126.60**	**-$70,218.20**	**$162,401.20**	**$6,297.40**	**$59,665.95**	**$60,471.25**	**$57,001.25**	**$124,928.75**	**-$51,439.00**	**-$189,024.75**	**-$89,557.30**	**-$83,342.05**	**-$25,942.10**
ummary													

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pening Balance	$15,171.64	$2,045.04	-$68,173.16	$94,228.04	$100,525.44	$160,191.39	$220,662.64	$277,663.89	$402,592.64	$351,153.64	$162,128.89	$72,571.59
us Net Cash Movement	-$13,126.60	-$70,218.20	$162,401.20	$6,297.40	$59,665.95	$60,471.25	$57,001.25	$124,928.75	-$51,439.00	-$189,024.75	-$89,557.30	-$83,342.05
osing Balance	**$2,045.04**	**-$68,173.16**	**$94,228.04**	**$100,525.44**	**$160,191.39**	**$220,662.64**	**$277,663.89**	**$402,592.64**	**$351,153.64**	**$162,128.89**	**$72,571.59**	**-$10,770.46**
									Note: GST refund for Feb-March			$22,673.10
									Calculated Bank Balance after GST refund			$11,902.64

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2020 MILESTONES AND TIMEFRAMES

April/May 2019			
Assigned to	**Sub Category**	**Task**	**Due Date**
GM	Funding	Creative NZ	15-04-2019
GM/AD	Strategy	Strategic Plan Signed off by Trustees	01-05-2019
GM/AD	Finance	2020 budget signed off by board	10-05-2019
GM	Sponsorship	Hamilton City Council application submitted	20-05-2019
Chairman/GM	Funding	Funding Stakeholder Presentation	22-05-2019
Chairman/GM	Industry	Engage with wider creative community to workshop opportunities for collaboration	23-05-2019
GM	Funding	Funding strategy in place	31-05-2019
GM/AD	Funding	Trust Waikato application prepared	31-05-2019
GM	Sponsorship	Naming rights partner package completed	31-05-2019

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GM/Accountant	Finance	2018/19 accounts audit submitted	31-05-2019
GM	Funding	Complete 2019 funding acquittals	31-05-2019
June 2019			
Assigned to	**Sub Category**	**Task**	**Due Date**
AD	Programming	Artist call out prepared and circulated	05-06-2019
GM	Funding	Trust Waikato application submitted	16-06-2019
GM	Funding	WEL Energy Trust application submitted	30-06-2019
Co-directors	Funding	Lotteries Grant Board application prepared	30-06-2019
GM	Sponsorship	Meetings with four potential new sponsors	30-06-2019
GM	Marketing	Design brief drafted and discussions with agency started	30-06-2019
July 2019			
Assigned to	**Sub Category**	**Task**	**Due Date**
GM	Funding	Lotteries Grant Board application submitted	18-07-2019
GM	Funding	Grassroots Trust application submitted	31-07-2019
AD	Programming	Draft artistic programme developed (contingent on funding)	31-07-2019
GM/AD	Marketing	Confirm design look and feel	31-07-2019
GM	Sponsorship	Confirm returning sponsors	31-07-2019
Sponsorship Manager	Sponsorship	Meetings with four potential new sponsors	31-07-2019

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GM	Funding	Funding applications submitted to Lion Foundation, Southern Trust, NZCT, Dragon Community Trust, and Trillian Foundation	31-07-2019
GM/AD	Production	Confirm festival team (contingent on funding)	31-07-2019
GM	Regulatory	Charities Commission report submitted	31-07-2019
August 2019			
Assigned to	**Sub Category**	**Task**	**Due Date**
GM/AD	Production	Detailed production timeline developed	31-08-2019
AD	Programming	Artistic programme confirmed	31-08-2019
GM	Marketing	Draft website design developed	31-08-2019
GM/AD	Marketing	Draft program template developed	31-08-2019
GM	Sponsorship	Meetings with four potential new sponsors	31-08-2019
GM/AD	Strategy	Evaluation tools developed	31-08-2019
September 2019			
Assigned to	Sub Category	**Task**	**Due Date**
Marketing Manager	Marketing	Book marketing placements in with relevant companies	30-09-2019
Marketing Manager	Marketing	Contract festival photographer	30-09-2019
Marketing Manager	Marketing	Website design in progress	30-09-2019
AD	Production	Contract all artists and receive all relevant information (marketing, travel, tech riders, APRA information)	30-09-2019
GM/AD	Production	Event planning – fully underway (as per to-do list for each component)	30-09-2019

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Admin	Artist liasion	Book travel for artists	30-09-2019
Admin	Artist liasion	Book accommodation for artists	30-09-2019
GM	Sponsorship	All sponsors confirmed and contracted	30-09-2019
AD	Marketing	Programme launch artists confirmed	30-09-2019
GM	Production	Finalise Food & Beverage Service Providers	30-09-2019
GM	Funding	Re-submit funding applications if required	30-09-2019
GM	Marketing	Develop visitor packages with partner hotels / tourism providers	30-09-2019
GM/AD	Production	Detailed logistics plan developed	30-09-2019
October 2019			
Assigned to	**Sub Category**	**Task**	**Due Date**
GM	Sponsorship	Collate sponsors information for programme	15-10-2019
Marketing Manager/AD	Marketing	Programme brochure copy finalised	15-10-2019
Marketing Manager	Marketing	Programme designed	31-10-2019
Marketing Manager	Marketing	Segmentation of email subscribers list and send first e-news	31-10-2019
Marketing Manager	Marketing	Website design work continues	31-10-2019
GM/AD	Marketing	Deadline for all ticketing info to Ticketek	31-10-2019
GM/F&B Providers	Regulatory	Apply for liquor licenses	31-10-2019
GM/Technical Director	Regulatory	Apply for building consents	31-10-2019
GM	Sponsorship	Sponsors ads signed off by sponsors	31-10-2019

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GM/AD/Board	Marketing	Programme launch invite list confirmed	31-10-2019
GM	Production	Liaise with Volunteer Waikato for volunteer recruitment	31-10-2019
GM/Technical Director	Regulatory	Create Health and Safety Plan	31-10-2019
GM/AD	Finance	Reforecast budget for Board sign off	31-10-2019
November 2019			
Assigned to	**Sub Category**	**Task**	**Due Date**
Marketing Manager	Marketing	Launch invites sent	01-11-2019
Marketing Manager	Marketing	Programme to print	07-11-2019
Publicity Manager	Publicity	Long lead press releases distributed	12-11-2019
Marketing Manager	Marketing	All post-launch ads designed and booked	12-11-2019
GM/Marketing Manager	Marketing	Programme launch event and website live	20-11-2019
Marketing Manager	Marketing	Programmes distributed	21-11-2019
GM	Sponsorship	Programmes distributed via sponsor networks	21-11-2019
Production Manager	Production	Production team recruited	30-11-2019
Production Manager	Production	All major production infrastructure booked	30-11-2019
GM/AD	Marketing	Finalise evaluation processes during festival	30-11-2019
December 2019			
Assigned to	**Sub Category**	**Task**	**Due Date**
GM/Audience Dev Co	Marketing	Focus on audience development initiatives	21-12-2019
Production Manager	Production	All technical equipment and crew confirmed	21-12-2019

Marketing Manager	Marketing	Confirm all January and February ad placements	21-12-2019
GM/Admin	Sponsorship	Confirm sponsors hostings and signage placements	21-12-2019
GM/Admin	Production	Signage list created and printed	21-12-2019
GM/Production Man	Regulatory	Traffic Management Plan submitted	21-12-2019
AD	Production	Pōwhiri plan confirmed	21-12-2019
GM/AD	Regulatory	APRA licences applied for	21-12-2019
January 2020			
Assigned to	**Sub Category**	**Task**	**Due Date**
AD/Admin	Artist Liasion	Artist packs created and distributed	31-01-2020
Production Manager	Production	Technical schedules signed off	31-01-2020
Production Manager	Production	Final details reconfirmed for all events	31-01-2020
Volunteer Manager	Production	Volunteer schedules and training completed	31-01-2020
GM/Marketing Manager	Marketing	Marketing push & re-evaluation of current strategies	31-01-2020
GM/Technical Manager	Regulatory	Noise / fireworks notice distributed	31-01-2020
February 2020			
Assigned to	**Sub Category**	**Task**	**Due Date**
Production Manager	Production	Pack in underway	13-02-2020
GM	Sponsorship	Collect sponsors signs and other requirements	13-02-2020
Marketing Manager	Marketing	Final marketing push	20-02-2020

2019/20 Event Sponsorship Scorecard

Application Summary			
Event Name and Date	Balloons over Waikato 17-21 March 2020	**Applicant/Organisation**	Balloon over Waikato Trust and Classic Events
Event Venue	Across Hamilton	**Event Type**	Community
Event Overview	Balloons over Waikato is one of the last free large-scale events in New Zealand and the biggest in the Waikato, with the 2019 festival attracting approximately 130,000 spectators over the 5 days. Without Hamilton's partnership, this festival could not continue. 2020 is the 21st birthday of the event. The programme over the 5 days includes the opening morning Hamilton mass ascension, competitive flying tasks, and community events sponsored by local businesses and funders giving back, such as the FCU Fun Friday, McDonalds Hamilton Cash Grab, HCBA City Burn, WEL Energy Breakfast at Dawn, Grassroots Trust Finale and the Zuru Nightglow.		
Target Market	Local and regional attendees plus domestic audiences		
Event Objectives	1. To strive to provide a world class distinctive Event that is entertaining, fiscally sound and sustainable 2. To enhance the attractiveness to sponsors, to build exposure and participation 3. To enhance the abilities of the organisation to continue to develop and grow 4. To secure long term funding 5. To be recognized nationally & internationally for Event excellence 6. To be recognized nationally & internationally as having a role in Waikato and New Zealand's tourism/event development 7. To achieve administrative excellence in support of core activities 8. To display strong leadership and excellence in practice that ensure effective business management 9. To be internationally recognised, as a festival which provides world class opportunities for pilots and crew.		
Attendance	Participants and Spectators 100,100 – from Hamilton 30,080 – from outside Hamilton 5020 – from overseas	**Anticipated Bed Nights**	100 in hotels and motels for 8- 10 nights = 640-800 bed nights, primarily in Hamilton 25 in camping grounds and home hosted = 200 bed nights
External Funding	Significant external funding from Naming rights sponsorships (3), corporate sponsorships and community trust funding.		
Previous Council Support	The event is supported by exclusive use of Innes Common for event week every year and parks fees have been waived. The event has also received event sponsorship funding on an annual basis since 2008 - 2017 and the value has been between $40k to $75k each year. In 2018, the 2019 event received $85k of funding from the event sponsorship fund and fulfilled all agreement obligations.		
Past Event Performance	In 2019, individual balloon teams from the USA, Belgium, Chile, Australia and from all around NZ came to fly in Hamilton. Classic Events have been running BOW for the previous 14 years.		

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	Classic Events is contracted to run Balloons over Waikato and has done so for 15 years. Classic Events are a very experienced team of event management professionals, who run many other successful events in the Waikato region & South Island including The Great NZ Food Show, Round the Bridges, NZMCA Motorhome Caravan & Leisure Show North & South Islands.
Sponsorship Benefits to Council	• Council to have Naming rights to the "Hamilton Opening Morning" • Mayor or other elected member to open the event officially at the opening morning • Logo / name inclusion on ALL promotional media and publicity as 1 of 4 strategic partners of Balloons over Waikato • High profile positioning of the Hamilton Balloon at all lift offs from Innes Common • Branded Marquee in place at Innes Common for duration of the Festival • Exclusive branding on all pilot and crew bags (provided by HCC) • Recognition as hosts of International Balloonist party • Opportunity to profile Hamilton in all national and international marketing and to the thousands of people who attend the event over the 5 days • Recognition as the home of 'Balloons over Waikato' nationally • Zuru Nightglow VIP Hospitality (10 x family passes and 4 x VIP for Mayor and quests) • Council support acknowledged through venue signage, news and press/media releases, verbal presentations and public announcements, logo placement on all documents and advertisements and social media posts relating to the event
Sponsorship Requested	$130,000

Management assessment against criteria	**Score (5)**
Fit to Hamilton City vision and profile	5
City exposure benefits	4
Generation of overnight visitation to city	4
Generation of incremental income to city businesses	4
Number of anticipated participants	4
Utilisation of city assets	5
Total	**26 / 30**

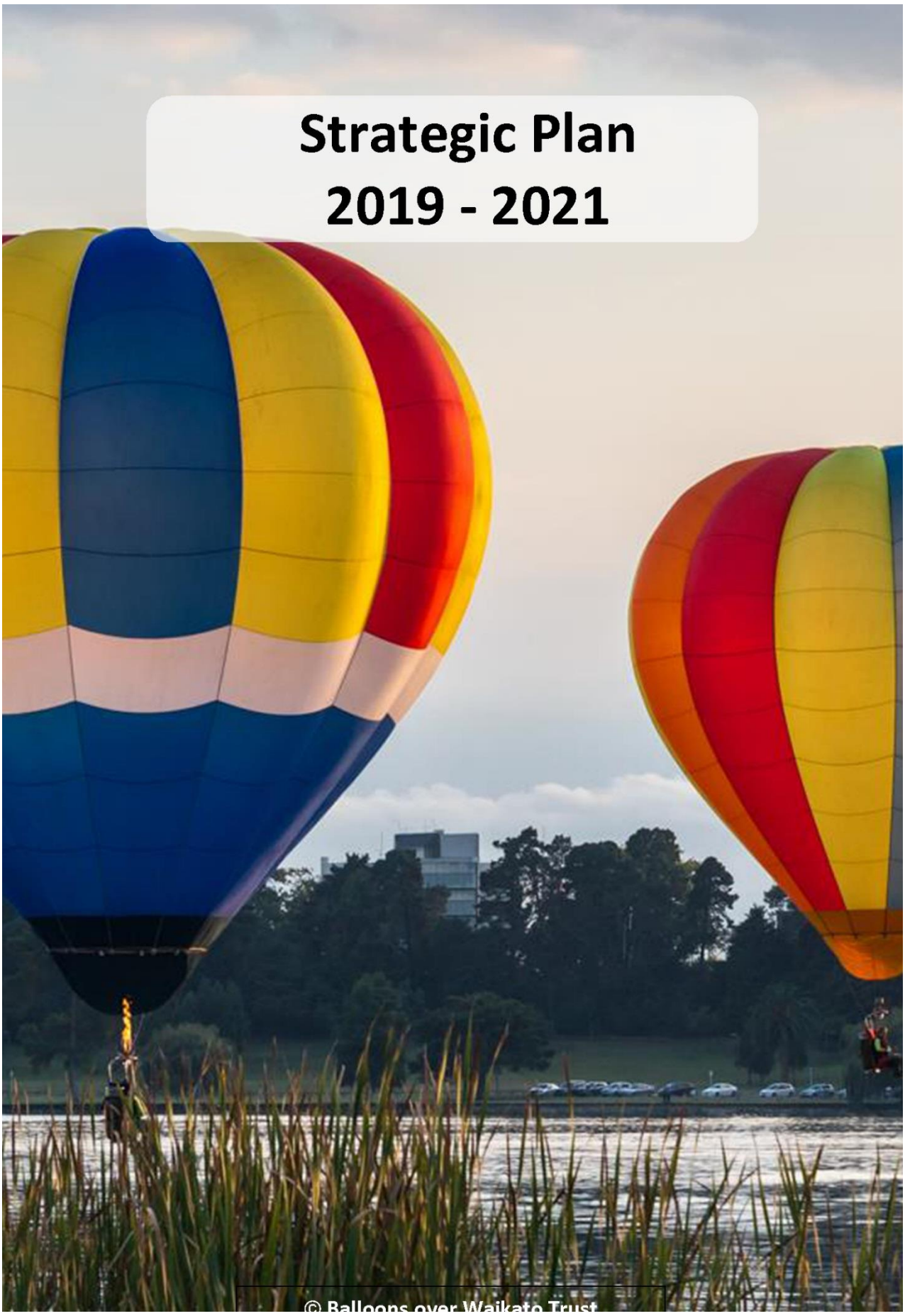
Management Recommendation

APPROVE $120,000

Recommended – an iconic key event for Hamilton and a good fit with the event sponsorship fund criteria for pride and national and international profile and attention. The largest scale applicant with high participation levels across a range of events. High community support. Funding for this event is very challenging and reliant on Council support.

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BALLOONS OVER WAIKATO MISSION STATEMENT

To promote, advance and encourage hot air ballooning for the entertainment of the general public and the promotion of the Waikato region.

TRUST VISION

To grow the level of participation and number of spectators and maintain Balloons Over Waikato's position as the premier hot air balloon event in New Zealand and a major hallmark event for the region, nationally and internationally, through excellence in entertainment, organization and communication

Event Goals:

- To strive to provide a world class distinctive Event that is entertaining, fiscally sound and sustainable
- To enhance the attractiveness to sponsors, to build exposure and participation
- To enhance the abilities of the organisation to continue to develop and grow
- To secure long term funding
- To be recognized nationally & internationally for Event excellence
- To be recognized nationally & internationally as having a role in Waikato and New Zealand's tourism/event development
- To achieve administrative excellence in support of core activities
- To display strong leadership and excellence in practice that ensure effective business management
- To be internationally recognised, as a festival which provides world class opportunities for pilots and crew.

Key Strategies:

Our Key Strategic Planning addresses 3 main areas:

Sponsors

To focus on providing sponsors with a high level of satisfaction through being involved with an Iconic Event that gives them significant exposure.

Balloonists

The focus here is on providing an event that promotes ballooning, challenges pilot skills in a competitive situation and encourages the enjoyment of the sport

Public

To focus on providing an entertaining, accessible, safe and free event to as large an audience as possible

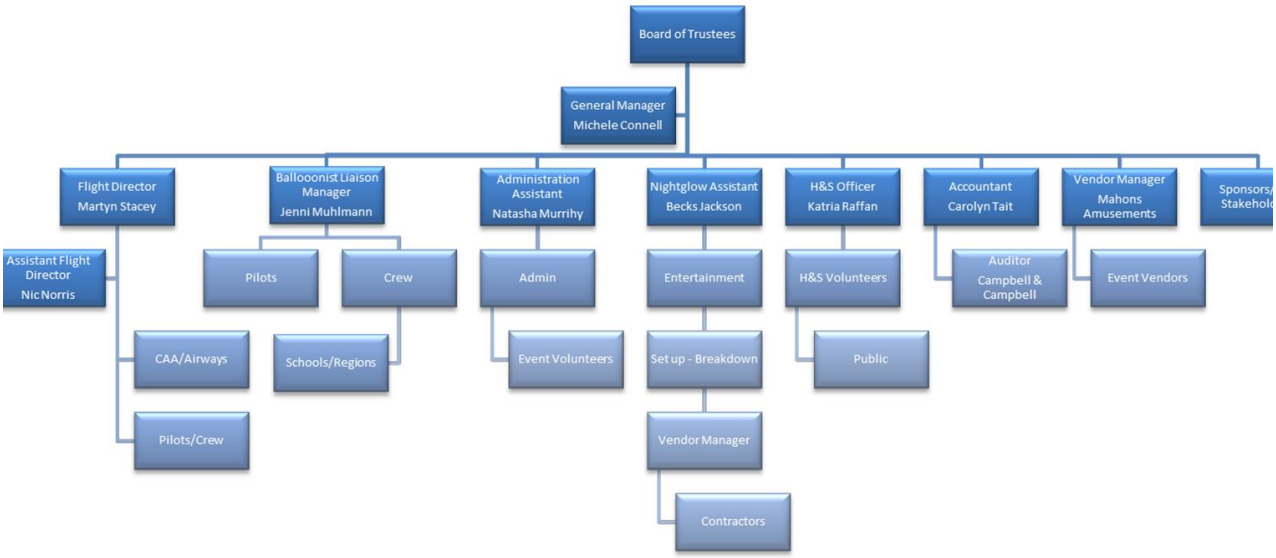
Target Market

- To facilitate the identification and continued re-evaluation of our target market.
- To continue to capture and satisfy their enchantment for ballooning.

This is a confidential document and is the sole property of the Balloons Over Waikato Charitable Trust. It may not be

The Organisational Structure

Balloons over Waikato
New Zealand



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Marketing & Promotional Plan

Each year a marketing campaign encompassing radio, print, editorial & imagery in national magazines and social media is curated. This is all done via contra, sponsorship and editorial and if possible TV coverage is also included.

We are pleased our sponsorship relationship continues with **NZME** into 2020, capturing the Waikato, BOP and Auckland markets which in 2019 was to the value of $138,000. This encompasses on air radio advertising, on air promotion, community notices, Time Saver Traffic campaigns, print campaigns, social media and on site activations.



We will again partner with **Hamilton Waikato Tourism** to ensure that we are part of the Short Escapes Campaign which for the 2018/19 year went from February –April2019.

This campaign targets key 'drive and fly' domestic audiences (Auckland, Bay of Plenty, Taupo, Rotorua and Wellington) and leverages Balloons over Waikato as one of the world-class events in the region during the Summer/Autumn period as key drivers for travel.



Promotional channels will include digital through Google, Facebook, Instagram, E-Newsletters with Ticketek and directly to their own consumer database. In 20196 Balloons over Waikato was also included in the Mighty Waikato video ad which was shown in Cinemas and on TVNZ OnDemand.

Facebook is now our best way to talk to our large numbers of fans around the world, quickly and cost effectively. We currently have 20,680 fans, growth of 2600 people from 2018. Over the duration of our Social Media campaign we had 2 million impressions, with 21,400 engagements, averaging 11,496 people seeing information on this event each day over the 3 month promotional period. We will continue to grow this from January – March 2020

Instagram continues to grow, with over 500 new followers for the 2019 event … this is particularly powerful during event time where we can create engaging content from each of our locations that truly captures interest. We had a 300% increase in engagement this year.



BOW PROMOTING PRIDE FOR HAMILTON

The pride of our city is undoubtedly Balloons over Waikato. It is an iconic event to our region, with imagery from the event used in marketing from our RTO, to local and national businesses to schools and clubs. It is part of our Waikato identity, and without question, a highlight in this communities calendar and one we are all very proud of.





On the Sunday after our event, Prime Time One News chose to profile Balloons over Waikato to the entire nation, highlighting this wonderful feel good event, after the events of the Chch attacks were filling the news bulletin… with a fantastic 2 minute story.

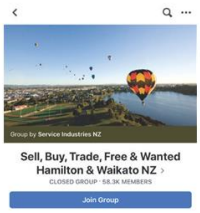
Papers from around the region and the country celebrate our event in the Mighty Waikato.





Businesses use our imagery to promote that they are as Waikato as us.





Schools use this event as part of their learning, and work it into their curriculum each year.





The community comes in their tens of thousands to enjoy the event up close.





And it is enjoyed no matter where they are...

Balloons over Waikato is the heart of our city and region, it is a hallmark event and has been a proven favourite of our community for many years.

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Economic Impact and Profile

Balloons over Waikato New Zealand

Accurate figures to prove economic benefit to Hamilton from our event are difficult to obtain as we are a non ticketed - free event.

However, we do know that;

Our **Website** continues to gain huge amounts of traffic, and be a great indicator of where our fans are coming from … whilst NZ account for 97% of our online traffic, the top NZ cities were are follows:



The top NZ cities were:
1. Auckland – 40.93%
2. Hamilton – 31.34%
3. Wellington – 10.83%
4. Tauranga – 3.94%

With Auckland being a short drive away, and having 41% of mobile/website users … this indicates a huge amount of interest in this event from outside of our city from our closest city.

Featuring in **Hamilton Waikato Tourism Short Escapes Campaign** ensured we are profiled to the entire country on the campaign landing page, as well as having a dedicated event landing page and an event listing. For the 2019 campaign this saw:



- 70,000 Campaign Landing Page Views
- 33,000 Balloons Over Waikato Landing Page Views
- 2,675 Balloons over Waikato event listing page views

Balloons over Waikato featured in a nationwide **Ticketek EDM** which was sent to a database of 145,000 subscribers

The Balloons over Waikato banner was included in the **Ticketek newsletter** to a nationwide database of 380,000. These were sent to a total of 562,885 ticket buyers.

Hamilton Waikato Tourism, also posted on **Weibo**, the Chinese Facebook on 8th March 2019 a post about Balloons over Waikato.



Continues…

We know the Asian community both within NZ and outside have a HUGE interest in ballooning, with the crowd attending morning events and the ZURU Nightglow having a large percentage of our Asian friends in attendance.

The event is further proved its appeal to the Chinese market by the attendance of the Chinese Consul General and entourage who have attended the nightglow for the last 2 years.

We also anticipate receiving the request to formally invite dignitaries from Taiwan and Hong Kong to attend in 2020 as has been asked in previous years.



And as the home of Balloons over Waikato, Hamilton was featured in all of it, encouraging visitors to attend this event in our city!

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Sponsorship Proposal Package

Partnering with Balloons over Waikato ensures that Hamilton receives a host of benefits, profile and great PR, such as...



Naming rights to the Hamilton Opening Morning

This event captures the very fibre of what is means to live in and be a part of the Waikato ... celebrating 20 years shows the longevity and proves the love this community holds for this event. The enjoyed it as children, and now bring their children ... they are proud of it, which is why they are still part of it, and come out in their thousands to enjoy both morning events and the nightglow.

We continue to celebrate Hamilton's partnership with Balloons over Waikato by offering Hamilton Naming rights to our opening morning. This is Hamilton's morning to welcome the event, is officially opened by BOW Chairman and Our Mayor and will be heavily branded with Hamilton signage and marquees.

We would like to encourage Councillors and council staff to join in the morning, offering Hamilton merchandise to the public or invite guests/members of the community to a special breakfast at Innes Common.



Branding & Merchandise

There is nothing that shows pride in a city then to proudly carry city merchandise! Hamilton has the opportunity to supply branded merchandise in the form of 35 pilots duffle bags and 150 crew eco bags.

These will go to all pilots and crew, with the pilots receiving the duffle bag and crew the functional eco bag. Crew and pilots use these bags for the entire week of the festival and then take them home to their country or other part of NZ, as a memento of their time at Balloons over Waikato.

Specific Benefits to Hamilton

- Logo / Hamilton name inclusion on ALL promotional media and publicity as 1 of 4 strategic partners of Balloons over Waikato
- Exclusive Naming of the 'Hamilton' Opening Morning
- High profile positioning of the Hamilton Balloon at all lift offs from Innes Common
- Hamilton Marquee in place at Innes Common for duration of the Festival
- Exclusive branding on all pilot and crew bags (provided by HCC)
- Recognition as hosts of International Balloonist party
- Opportunity to profile Hamilton in all national and international marketing and to the thousands of people who attend the event over the 5 days
- Recognition as the home of 'Balloons over Waikato' nationally

Continues...

ZURU Nightglow Hospitality

- VIP Hospitality - 10 x Family invitations (20 adults + 20 children)
- 10 VIP parking passes
- 4 x VIP invitations for Mayor and guests
- Provision on field for placement of I-SITE Centre's to promote Hamilton attractions
- Provision on field for activation areas to promote any up-coming large events coming to Hamilton

Hamilton Contribution

- Provide Hamilton Marquee for use at Innes Common for duration of the Festival
- Provision of Hamilton branded 35 Pilot Bags (Duffle) and 150 bags for crew (Eco)
- Road closures and provision of additional rubbish bin and collection plus toilet considerations if using a central city location
- Use of Hamilton venue plus hosting for International pilot & crew welcome party
- Waiving of all fees and bonds for the use of Hamilton City grounds and parks (sound check fees, park bonds etc)

Investment: $130,000 + gst

Thank you Hamilton for continuing to appreciate the value of Balloons over Waikato to our city, community and business. This festival is a major asset to our region, it is in the hearts of our community and one in which we take great pride in nurturing and ensuring it is around for many years to come.

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ode	BOW Budget - 2020	Jul-20
	INCOME	BUDGET B-Forecast
	SPONSORSHIP & GRANTS	
	Sponsorship	
	Sponsorship - Naming Rights	
1025	**Sponsorship - Hospitality**	$ -
1020	**Sponsorship - HCC**	$ 130,000.00
1015	**Sponsorship - Breakfast at Dawn**	$ -
1030	**Sponsorship - Nightglow**	
	Zuru	$ 48,000.00
	University of Waikato	$ 20,000.00
	Sub Total	$ 68,000.00
1035	**Sponsorship - School Hop**	
	Naming rights - First Credit Union	$ 10,000.00
1040	**Sponsorship Flight Director**	$ -
	Sponsorship - Sub Total	$ 208,000.00
	Sponsorship Other	
1110	**Corporate Banners**	
	Resene Paint	$ 10,000.00
	Sub Total	$ 10,000.00
1115	**Sponsorship Council-Waipa/Thames**	$ 10,600.00
1120	**Sponsorship Corporates**	
	Coke	$ 5,000.00
	Essenza Coffee	$ 3,000.00
	Chiefs	$ -
	McDonalds	$ 8,500.00
	Mahons	$ 5,000.00

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	$2k balloon sponsors x 2	$ 5,000.00
	Cherokee Films	
	TeAwa (City Burn)	$ 5,000.00
	Sub Total	$ 31,500.00
1130	Lodge	$ 7,500.00
1140	Sponsorship LED Contri	$ -
	Sponsorship - Sub Total	$ 59,600.00
	SPONSORSHIP | TOTAL	$ 267,600.00
	GRANTS	
	Grants - Special Purpose	
1210	**Grants - Health & Safety**	$ -
1230	**Grants - Hire of Equipment**	
	Grassroots	$ 80,000.00
	Southern Trust	$ 15,000.00
	Lottery Grants	
	NZ Community Trust	$ 5,000.00
	Sub Total	$ 100,000.00
1232	**Grants - Traffic Management**	
	Lion Foundation	$ 5,000.00

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1260	**Grants - Buses-** Trillian	$ -
1240	**Grants - Admin Expenses**	$ -
1250	**Grants - Publicity**	$ -
	Grants - Sub Total	$ 105,000.00
	Grants - General	
1310	Gallagher Charitable Trust	$ 5,000.00
	Glenice & John Gallagher Foundation	$ 5,000.00
	Trust Waikato	$ 40,000.00
	WEL Energy Trust	$ 80,000.00
	Grants General - Sub Total	$ 130,000.00
	GRANTS | TOTAL	$ 235,000.00
	INCOME	
	Special Projects	
1410	**Charity Income-alternative fundraiser**	$ 5,000.00
1415	**Merchandise sales**	$ 1,000.00
1433	**Advertising Income**	$ -
1435	**Event Charity Auction+Dinner**	
	Parade/City Burn	
1420	Float Entry	$ -
1425	Other (vendor commission)	$ 300.00
	Sub Total	$ 300.00
	SPECIAL PROJECTS | TOTAL	$ 6,300.00
	INCOME - OTHER	
	Commission & Vendor Sites	
1510	**Commission - Commercial Rides**	$ -

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1550	**Vendor - Event Site Sales**	$ 16,000.00
1551	**Drink Sales**	
	Commission & Vendor Site - Sub Total	**$ 16,000.00**
1610	**Ticket Sales**	
	Rego	$ -
	Breakfast	$ -
	Sub Total	$ -
	Merchandising	
1710	Sales	$ -
1790	Gold Coin Donation	$ -
	Sub Total	$ -
1820	**Carparking Fee**	$ 4,500.00
1830	**Miscellanious income**	$ -
1850	**Interest Received**	$ 1,000.00
	Recovered Costs from other Festivals	
1905	Airfares & Travel Assistance	$ -
1910	Freight Assistance	$ -
1915	Vehicle Signage	$ -
	Sub Total	$ -
	Total Income Other	$ 21,500.00
1960	**Income - Contra Sponsorship**	$ 400,000.00
	TOTAL INCOME	$ 930,400.00
ode	**EXPENDITURE**	
	ADMINISTRATION EXPENSES	

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	Office & General		
2110	**Accounting Fees**	$	1,500.00
2120	**Auditing Fees**		
2121	**Legal Fees**	$	500.00
2122	**Survey - Impact Economic**		
2125	**Stationery & Photocopying**	$	4,500.00
2127	**Mobile Phone**	$	1,000.00
2128	**Telephone & Tolls**	$	1,300.00
2130	**Bank Fees**	$	100.00
137 Educ	**Education & Training**	$	2,500.00
2138	**Major Events Funding Process - Expenses**		
2140	**General Expenses**	$	1,000.00
2150	**Insurance - Office Equipment**		
2155	**Interest Paid**		
2180	**Postage**	$	200.00
2190	**Rent Rates & Insurance**		
2200	**Repairs - Office Equipment**		
2220	**Sponsors - Gifts & Thankyous**	$	330.00
2240	**Travel & Vehicle Expenses**	$	2,500.00
2260	**Trustees Expenses**	$	400.00

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Hamilton City Council
Te kaunihera o Kirikiriroa

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2270	**Wesite Hosting & Maintenance**		
	Administration Expenses - Sub Total	$	15,830.00
	Personnel Costs		
2305	**Event Management Contract**		
	Classic Events plus Nightglow Manager	$	200,000.00
	Personnel Costs - Sub Total	$	200,000.00
	ADMINISTRATION EXPENSES | TOTAL	$	215,830.00
	FESTIVAL EXPENSES		
	Accommodation		
3010	**Feature Balloons Team**	$	3,108.00
3020	**Australian Teams**	$	2,664.00
3030	**NZ Teams**	$	2,960.00
	Sub Total	$	8,732.00
3050	**Flight Director**		
		$	-
	Martyn, Nic & Micah	$	1,332.00
	Sub Total	$	1,332.00
3070	**Personnel**		
	Trevor Graham	$	-

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3080	**Staff & Entertainers**		
	BOW staff and xtras	$	500.00
	ACCOMMODATION | TOTAL	$	10,564.00
3110	**Feature Balloons**		
	Pilot collection	$	500.00
	Shape 1	$	5,000.00
	Shape 2	$	5,000.00
	Shape 3	$	5,000.00
		$	-
		$	15,500.00
3120	**Australia Teams**	$	-
3130	**NZ Teams**	$	-
3150	**Flight Director**		
	Martyn Stacey	$	600.00
3165	**Competition Personel**		
	Michele Connell - Reno		
	NZ Champion - Reno x 2	$	-
		$	-
	AIRFARES & TRAVEL | TOTAL	$	16,100.00
	BALLOONISTS COMPETITIONS		
3215	**Prizes & Awards**	$	500.00
3225	**Maps & Exps**	$	150.00
3235	**Equipment Hire**	$	200.00
	BALLOONISTS COMPETITIONS | TOTAL	$	850.00
	ENTERTAINMENT		
3350	**Balloonist Party**		

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	Projector/screen/sound	$ 250.00
3355	**Nightglow Music**	
	M2	$ 1,000.00
	SBI Music	$ 1,100.00
	Feature Band	$ 4,000.00
		$ 6,100.00
3365	**Fireworks**	
	Van Tiel Pyrotechnics	$ 18,000.00
3375	**Other**	
	PK Sound	$ 18,000.00
3380	**Night Glow Equipment**	
	Stage - Stronglite Staging	$ 5,660.00
	Marquee Centrepiece	
	LED Screen	$ 6,000.00
	Sub Total	$ 11,660.00
	ENTERTAINMENT | TOTAL	$ 54,010.00
	FREIGHT & ASSISTANCE	
3410	**Feature Balloons**	
	Shape 1	$ 6,000.00
	Shape 2	$ 6,000.00
	Shape 3	$ 6,000.00
	Sub Total	$ 18,000.00

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3420	**Australian Teams**	$	6,000.00
3430	**New Zealand Teams**		
	Andy Nicholson	$	600.00
3435	**Balloon Basket Hire/fans**		
	Fan Purchase	$	-
	Tank purchase		
	Aoraki Balloons	$	870.00
	Hire of fans & basket & tank	$	250.00
	John Clulow - MPI assistance	$	500.00
	WHABC		
	Canterbury Balloon Club		
	Sub Total	$	1,620.00
	FREIGHT & ASSISTANCE | TOTAL	$	26,220.00
	HOSPITALITY		
	Innes Common		
3515	Innes Common Supplies	$	750.00
3525	**Balloonist Party**	$	4,500.00
3516	**Breakfast & Brunches**		
3516	Breakfast charged out	$	11,500.00
	NZ/Oz Teams	$	-
	Sponsors and staff	$	-
	Misc	$	-
	Distinction Sub Total	$	-
	Kingsgate Sub Total	$	11,500.00
3534	**Hospitality - Registration Dinners**	$	85.00
	Staff dinners	$	550.00
		$	635.00

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3535	**Nightglow Hospo/Other Hospo**		
	Balloonists (Montana)	$	1,950.00
	Boot Party Packs	$	690.00
	Wine	$	1,270.00
	Green Room	$	50.00
	Sub Total	$	3,960.00
3537	**Nightglow Sponsors**	$	9,000.00
3538	**University Supplies**	$	350.00
3540	**Volunteers(The Cook sponsor)**		
	Volunteers lunch Packs (Montana)	$	815.00
	Volunteers Function	$	-
	Sub Total	$	815.00

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3545	**Other**		
	General/BOW Extras	$	200.00
	Monday Internationals night	$	-
	Sub Total	$	200.00
3546	**uni**	$	-
	HOSPITALITY | TOTAL	$	31,710.00
	INSURANCE		
3615	**Event Insurance - Trustees Liability**	$	1,800.00
3617	**Insurance - Pilots & Balloonists**	$	1,000.00
3618	**Insurance - material damage**	$	1,000.00
3625	**Insurance - Marine Transit**	$	380.00
3620	**Air Meet Liability**	$	2,650.00
	Public & Stat Liability	$	250.00
3790	**Vehicle Ins**	$	1,172.00
	INSURANCE | TOTAL	$	8,252.00
	MARKETING		
3715	**Festival Photography**		
	Photographers x 2	$	600.00
	Getty Images	$	-
	Sub Total	$	600.00
3720	**Advertising TV**		
	SKY Vision	$	-
	TVNZ - Ham/Waik Tourism	$	-
	Sub Total	$	-
3730	**Advertising - Press**		
		$	-
	Reach Media and general		
	Print House	$	350.00
	Sub Total	$	350.00
3740	**Advertising - Signage**		
	Vivid Images	$	-

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	Allan Barrington	$	300.00
	First Scene	$	-
	Virtual Print	$	1,500.00
	Indeserve	$	1,900.00
	Tree Power	$	350.00
	Sub Total	$	4,050.00
	Advertising - Other		
3743	Landowners letters	$	365.00
3743	Social Media	$	200.00
3755	**Design Work**	$	2,000.00
	Eye design Ken All design work		
3760	Sponsor passes		
	Printing Posters - Printhouse	$	180.00
	Sub Total	$	180.00
3780	**Printing Newspaper**	$	-
3793	**Vehicle Lease**	$	-
	Note vehicle insurance in Insurance		
3770	**Printing Programmes - Printhouse**	$	458.00
	MARKETING | TOTAL	$	7,838.00
	MERCHANDISE COSTS		
3830	Merchandise - Balloonists	$	-
3850	Merchandise - Volunteers	$	-
3870	Merchandise - For Sale	$	-
	MERCHANDISE COSTS | TOTAL	$	-

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	BALLOONISTS & OTHER EXPENSES		
3930	**Balloons - Propane**		
	Nitrogen	$	100.00
	Challenge	$	8,000.00
	Sub Total	$	8,100.00
3932	**Purging**		
	Gas Pro	$	-
3938	**Balloon Teams - Pilot packs**	$	350.00
3945	**Balloon Team - ID and teeshirts**	$	340.00
3950	**Balloon Teams - Petrol Vouch**	$	5,700.00
3956	**Balloon Banners**		
	Resene	$	-
3960	**Flight Directors Fee (including Nic)**	$	4,500.00
3970	**Balloons Team - Trailers**		
	Cambridge Hire	$	3,200.00
3973	**Balloon Basket/Fan/Envelope Maintenance**	$	300.00
3974	**Balloons debrief & planning day/pilot thank you's, Int gifts**	$	3,000.00
	BALLOONISTS & OTHER EXP | TOTAL	$	25,490.00
	OTHER FUND RAISING EXPENSES		
002	Hobbiton Expenses	$	-
	OTHER FUND RAISING EXP | TOTAL	$	-

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	RAFFLE & CITY BURN	
4015	**City Burn - General Exp**	
	SBI (sound)	$ -
	Entertainment	
	Stage	
	General City Burn Costs	
	Sub Total	$ -
4035	**Raffle Expense**	
	RAFFLE & CITY BURN | TOTAL	$ -
	4110	
4110	**Equipment Hire - Communications**	
	Dove Radio Communications	$ 1,000.00
	SBI Productions(Uni)	$ -
	SBI Productions(IC)	$ 3,000.00
	Sue Bland - Comm	$ 250.00
	Sub Total	$ 4,250.00
4120	**Equipment Hire - Tents etc**	
	Central Rent a Fence (IC)	$ -
	Exhibition Hire (IC)	
	Carlton - IC & Uni	$ 4,400.00
	Stretch tents	$ 5,000.00
	Misc/General	$ 300.00
	PK Sound Balloonist Party	$ -
	Yacht Club	$ 300.00
	Fencing pigtails & reels - purchase	$ -
	Sub Total	$ 10,000.00
4125	**Equipment Hire - Toilet Facs**	
	Superloo	$ 15,500.00
4130	**Equipment Hire - Nightglow**	
	Exhibiton Hire	$ -
	Central Rent A Fence	$ 6,700.00
	Corporate Rentals	$ -
	The Fun Warehouse	$ -

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	Misc Hire	$	500.00
	Generators/lighting towers	$	11,000.00
	Sub Total	$	18,200.00
4135	**Equipment Hire - Scissor lift, General**		
	Cambridge Hire	$	1,500.00
4140	**WRC Bus Hire**		
	WRC	$	5,000.00
	Go Bus Charter	$	-
	Sub Total	$	5,000.00
4150	**Health & Safety - First Aid**		
	St John	$	1,200.00
4155	**Health & Safety - Lost Children**		
	St Peters Scout Group	$	1,000.00
4158	**Volunteer Donations**	$	4,000.00
	Packdown and clean up crew	$	1,000.00
	Sub Total	$	5,000.00
4160	**Permits & Licenses**		
	CAA	$	860.00
	Hamilton City Council	$	-
	Sub Total	$	860.00
4165	**Marquee Decoration**		
	Balloons Funtastic	$	1,200.00
	Festoon Lights	$	750.00
	Central Rent a Fence	$	-
	Showscape	$	1,200.00
	Misc	$	200.00
	Leanne Morris -The Event Co	$	2,500.00
	Sub Total	$	5,850.00
4170	**Security Management**		
	Red Badge	$	2,000.00
	University of Waikato	$	9,400.00
	Sub Total	$	11,400.00

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4175	**Site Assistance**		
	Event Lighting & power	$	11,000.00
4184	**Service Group - Parking**		
	The Army Cadets (Parking)	$	1,700.00
4187	**Traffic Management - Other**		
	Traffic Management NZ	$	23,000.00
4195	**Waste & Clean Expenses**	$	4,800.00
4197	**Contingency**	$	10,000.00
4198	**Ground Repair**	$	3,000.00
	VENUE EXPENSES | TOTAL	$	133,260.00
	TOTAL FESTIVAL EXPENSES	$	314,294.00
	TOTAL EXPENDITURE	$	530,124.00
	Growth Strategy Development		
	Contra Sponsorship	$	400,000.00
	Net Income / Loss	$	276.00

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ALL	ALL	Festival starts	19-02-2020
March 2020			
Assigned to	**Sub Category**	**Task**	**Due Date**
GM/AD	Production	Thank artists, volunteers and suppliers	30-03-2020
Marketing Manager	Marketing	Survey all ticket purchasers	30-03-2020
GM	Sponsorship	Thank sponsors	30-03-2020
GM/Accountant	Financial	Financial reconciliation	30-03-2020
April 2020			
Assigned to	**Sub Category**	**Task**	**Due Date**
GM	Funding	Complete funding reports	30-04-2020
GM	Financial	EOY Reporting	30-04-2020

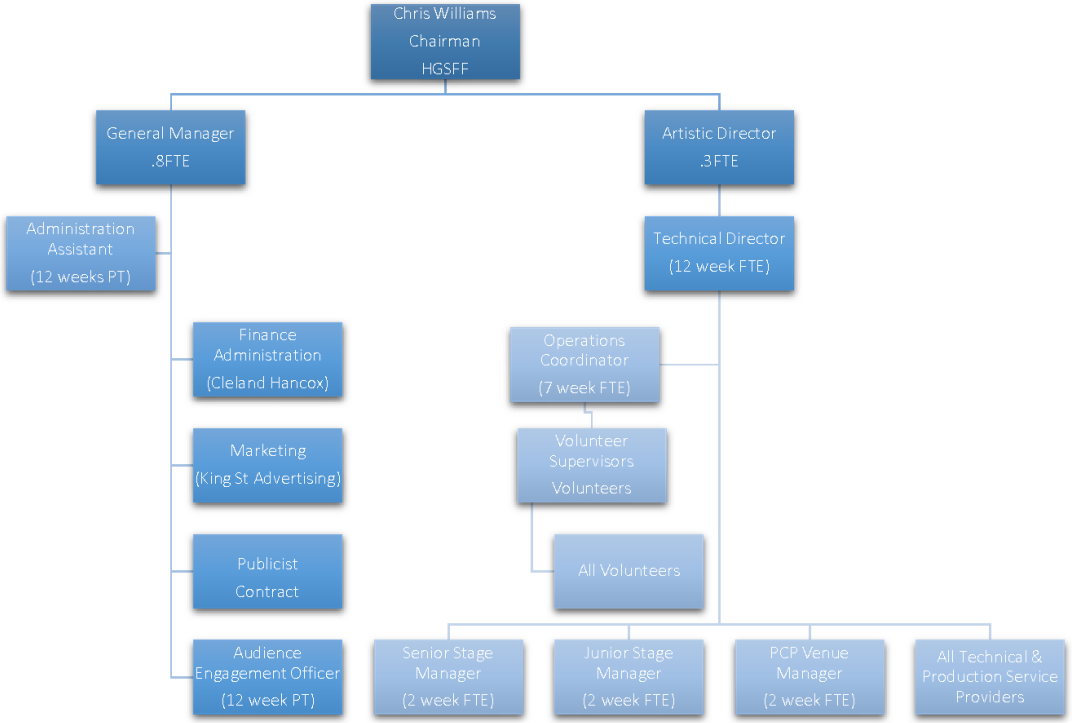
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ORGANISATION CHART



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Marketing costs			
Advertisting design and management	$	25,000.00	King Street fee
Advertising – Posters & Signage	$	25,000.00	
Advertising – Social Media and online	$	20,000.00	
Advertising – TV, Radio & Newspapers	$	25,000.00	Excludes spend with NZME / Fairfax as below
Festival Launch Costs	$	2,000.00	$600 for screen and projector?
Festival Programme	$	20,000.00	
Photography	$	2,000.00	Add videographer
Web Hosting	$	-	Accounted for in fixed costs
Website Design & Development	$	7,000.00	
Evaluation iPads	$	-	5 x I pads
Evaluation staff	$	-	5 x staff @$20/hour x 2 hours Weds to Fri, 3 hours weekends = 120 hours
Total Actual Spend	**$**	**126,000.00**	**Exclusive of contra sponsorship**
Contra			
Design development	$	75,000.00	King Street sponsorship - **Confirmed**
NZME spend	$	59,500.00	To match contra sponsorship - **Pending confirmation**
Fairfax spend	$	15,000.00	To match contra sponsorship - **Pending confirmation**
Total Contra Value	**$**	**149,500.00**	
TOTAL VALUE - MARKETING (pending fund	**$**	**275,500.00**	

Annual Budget v YTD Actual

Hamilton Gardens Summer Festival Foundation
For the year ended 31 March 2020

	TOTAL BUDGET FOR YEAR	ACTUAL	VARIANCE
Cash Income			
Funding	515,000	-	(515,000)
Sponsorship	126,500	-	(126,500)
Box Office Income	210,000	-	(210,000)
Business Summit Ticket Sales	20,000	-	(20,000)
Food and Beverage Commission	3,500	-	(3,500)
Total Cash Income	**875,000**	**-**	**(875,000)**
Cost of Sales			
Artist Costs	202,000	-	(202,000)
Business Summit Expenses	12,350	-	(12,350)
Operational Costs	204,595	540	(204,055)
Advertising and Marketing Costs	126,000	-	(126,000)
Total Cost of Sales	**544,945**	**540**	**(544,405)**
Gross Profit	**330,055**	**(540)**	**(330,595)**
Other Income			
Interest Income	300	7	(293)
Total Other Income	**300**	**7**	**(293)**
Expenses			
Festival Core Team	165,000	12,831	(152,169)
Festival Labour	42,900	-	(42,900)
Festival Administration	19,310	418	(18,892)
Pacific Crystal Palace Costs	57,020	236	(56,784)
Total Expenses	**284,230**	**13,485**	**(270,745)**
2020 Festival Surplus (Deficit)	**46,125**	**(14,018)**	**(60,143)**
Other Festival Costs			
Prior Festivals Costs	49,394	5,084	(44,310)
Total Other Festival Costs	**49,394**	**5,084**	**(44,310)**
Net Profit (Loss) Before Taxation	**(3,269)**	**(19,102)**	**(15,833)**
Net Profit (Loss) for the Year	**(3,269)**	**(19,102)**	**(15,833)**

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2019-20 Event Sponsorship Fund
List of Applications with Management Recommendations – Declined

Event Name	Applicant	Event Date
Waikato A&P Show	Waikato A&P Show Assoc Inc	1-3 Nov 2019
We Will Rock You – Queen the Musical	Clarence Street Theatre Trust	5-19 Oct 2019
NZ Amateur Rock 'n' Roll Junior National Championships	Drifters Rock 'n' Roll Club Inc	10-12 April 2020
Boon Street Art Festival	Hamilton Arts Trust	13-15 March 2020

2019/20 Event Sponsorship Scorecard

Application Summary			
Event Name and Date	Waikato A&P Show 1-3 November 2019	**Applicant/Organisation**	Waikato A&P Association Incorporated
Event Venue	Claudelands Event Centre	**Event Type**	Community
Event Overview	This is an existing event in the city – an annual A& P Show event serving the rural Waikato population and inviting city residents to be part of the event. In 2019, it will be the 127th show.		
Target Market	General public, school programmes, livestock breeders, trade and exhibitors		
Event Objectives	1. Remain true to the heart of the Shows – rural excellence 2. Entertain the crowd - deliver a spectacle that engages and attracts people to Hamilton 3. Create meaningful connections between rural and urban Waikato communities 4. Use modern methods to inform and engage as many people as possible – marketing on a modern platform 5. Embrace innovation and creativity 6. Engage youth – create the memories of the next generation		
Attendance	Participants, Spectators and trade 7,030 – from Hamilton 3,100 – from outside Hamilton	**Anticipated Bed Nights**	35 in motels for average 3 days = 105 bed nights. Up to 600 home-hosted.
External Funding	Event has a number of partners and funders including NZCT, Community Matters, Trust Waikato, The Lion Foundation, WEL Energy Trust plus other corporate sponsors and 85+ other gold, silver and bronze sponsors are various levels.		
Previous Council Support	There is an agreement in place for use of Claudelands precinct for the show. In 2018, a sponsorship application for $50k was declined.		
Past Event Performance	The Waikato A&P Show is one of the oldest events in NZ and was established in 1892. It is noted that the Show has entered into a new relationship with Waikato Winter Show Association and formed the new entity of 'Showing Waikato Limited' (SWL). SWL is tasked with engaging our members and delivering the Show and has significant event management experience.		
Sponsorship Benefits to Council	• Opportunities to engage – promotion of HCC projects, speaking at VIP functions • Opportunity to data share – integration of HCC questions to new data gathering system with data provided back to HCC • Naming and Acknowledgement – first prose sponsorship i.e. Hamilton City Council Grand Alpaca Champion or exclusive naming rights to a new event to the shoe • Promotion of HCC in live streaming • Elected Members invited to awards, presentations and other special events • Ability to partner with Council to promote waste management initiatives or other council programmes • Council support acknowledged through, news and press/media releases, verbal presentations and public announcements, logo placement on all documents and advertisements and social media posts relating to the event		
Sponsorship Requested	$10,000		

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Management assessment against criteria	Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	2
Generation of overnight visitation to city	1
Generation of incremental income to city businesses	1
Number of anticipated participants	3
Utilisation of city assets	2
Total	**13 / 30**

Management Recommendation

DECLINE

The event has a limited fit to the event sponsorship fund criteria (exposure and visitation) and will be referred to the Community Event Funding round.

Waikato A&P Show 2019

Business Plan

Goals and Objectives

- A safe event
- 10% growth+ from:
  - $
  - Public participants
  - New events
  - Current competitions
- Quality data for further growth
- An event true to the heart of the New Zealand A&P Shows – nostalgic and innovative

Market

The Waikato A&P serves a variety of populations:

- as a meeting point for breeders and livestock to compete at the highest level nationally (and internationally)
- as an opportunity for trade and exhibitions – commercial ventures
- as an entertainment for the community – general public
- schools' programs as an education platform
- It gathers the rural community of Waikato in Hamilton City while also adding on learning, entertainment and engagement for the urban population.

Strengths

- Health and Safety – experts involved to ensure a safe event for staff, public, competitors and the management
- A positive working relationship with Claudelands Events Centre and H3 – care of resource
- Clear goals and positive working relationship with all the individual organisations associated with the event – high levels of trust
- A known event with potential to grow – people understand the concept of the A&P Shows
- A community event with minimal financial barriers – no parking fees, low ticket pricing
- A genuine interest from local business – our audience and participants are currently Waikato Locals and Waikato business are showing a growing interest in bespoke sponsorship support packages.

Competition

There are many options in events and outings in Hamilton City, however few with $8 weekend entry, a reduced ticket price on Friday, Free Parking every day and literally none with a history like the A&P. As an iconic event serving the rural population of the Waikato Region and inviting the Hamilton City public to be a part of the celebration, we remain unique.

The competition for the Waikato A&P lies with the public truly understanding the difference between our Show and others which focus on commercial trade rather than our livestock expertise.



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Opportunities for Improvement

The Show has been delivered in the past few years by a well-intended but technology hesitant group. Progress has been made with the 2018 Show, but we have room to grow in genuinely engaging youth young families and next generation participants.

Our progress in managing the event on behalf of the Waikato A&P Association is on target – we have knowledge, personal connections and deep budget understanding. We have limited data on where our public and competitors come from, but we clearly meet two demo graphics:

1. Competitors travelling from rural Waikato and beyond
2. Local, Urban based families

The quality of this data will be invested in more at this 2019 Show. We invite further questions on areas that seem lacking.

Strategies for Growth

As per the budget shown, the Waikato A&P Show is viable in its current format. The sources of income include:

- entries from competitors
- sponsorship and growing relationships with Hamilton based businesses
- ticket sales
- entertainment and
- funding – a key area

'Growth Projects' already being worked on:

1. Education Program
    a. Target 1000 students on the Free for Schools Friday
        i. Achieved in 2018. 2019 Goals are to increase numbers by 25% and analyse for value from teachers to choose to participate
2. Wider competitor entries – national and international influence
    a. Competitions that are professional managed attract a wide range of competitors
    b. Competitions that are qualifiers for national and international competitions
    c. Higher level of competition attracts international participants, judges and audience
3. Marketing Plan that reaches all the potential communities
    a. Social media – live delivery of judged events
    b. Print, radio and billboard in a comprehensive strategy
    c. Target more Waikato and national competition entries, stewards and judges
4. New events
    a. Fashion in the field – Equestrian
        i. Achieved in 2018 and ready for step up in reputation, marketing and social media coverage
    b. Fibre on Show – Alpaca and sheep fibre on the catwalk
    c. BBQ competition – National competitors, live streamed judging and a platter competition with celebrity judging
    d. Home Industries Competition – with products produced matched to local charities eg knitting for pre babies and finished garments are donated to the Waikato Hospital Neonatal ward



e. Welcome back the bovine competitors when safe to do so but continue to run the 'on farm' competition with results formally announced at the Show
f. International Woodchopping event – in final stages of negotiation

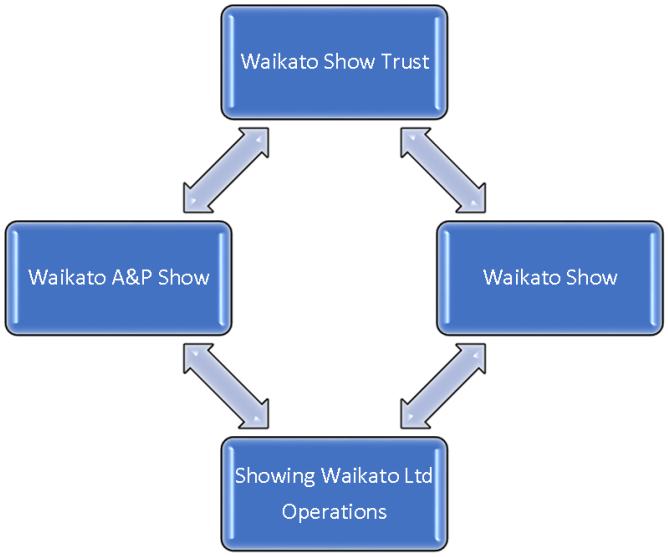
5. Accessibility reworked
   a. Ensuring that all members of the public can visit all parts of the Show safely and easily
   b. Hosts – learn more about the sections and activity with engaging and knowledgeable hosts. Entertaining MC's for the events that truly connect the competition judging with what the public are seeing.
6. Event Tourism
   a. Engage with small international tour groups for specially hosted tour of the event highlighting specialist events
7. Data – accuracy of information for future baseline comparisons
   a. This will be with funding a significant improvement to our current operations and would involve a ticketing and data gathering system comprehensive and modern

Project Plan

With a mixture of programs for event management in final stages of merging, this is controlled by MS Project for our Build and historic files for contacts, entries, sponsorship and other trades bookings. We believe that this merger will be completed for the 2020 Show but is currently being managed in forms beyond the scope of one document submission, though we are happy to share what we have should more information be required.

Budget: refer separate attachment

Governance Organisation Chart

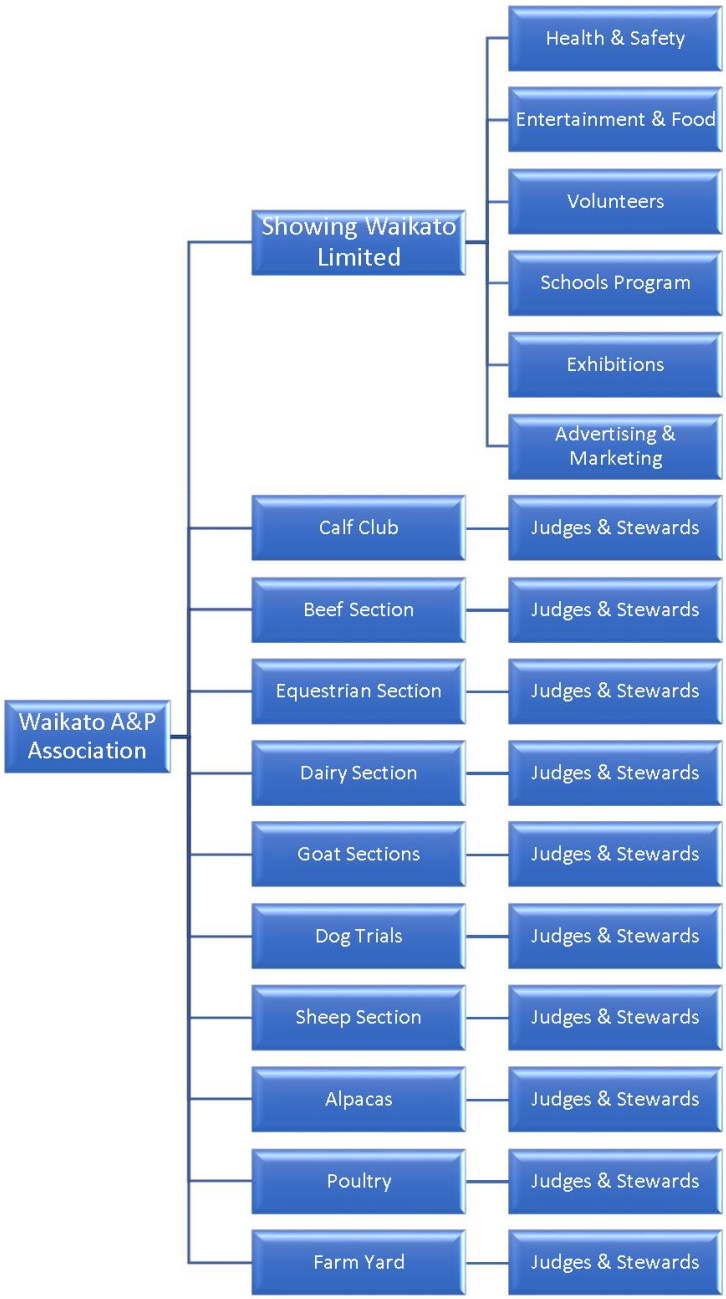




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Operational Organisation Chart





Waikato A&P Show 2019

Marketing and Promotion Plan

Target Market

- High quality competitors in a variety of competitions mainly based on rural skills and breeding
- A Public audience from Hamilton City and surrounding rural towns
- An international interest in key competitions for future growth
- A diversity of population that represents the diversity of Hamilton City and Waikato

Objectives

- Increase participants by 10% yoy
- Increase competitor participation 5% yoy
- Increase social following by 50%
- To increase early bird sales by 20%
- To attract 5,000 attendees over the 3 days that the event takes place

We want to increase the awareness and attendance to the show from the Hamilton and Waikato Communities, particularly those who may have never heard off or been involved with an A&P Show before.
There are three main audiences we will be targeting

1) The local Hamilton and Waikato 'Townies', with a specific focus on families with children under 12.
2) New national competitors – people who will compete in the events. This will subsequently lead to increased participation and engagement with the rural community nationally and bring more international connections for the people of Hamilton
3) Promote the event to the whole of the Waikato to engage and encourage them to make that trip to the city.

Budget Commitment
Over 15% of total expenditure is dedicated to multi-channel marketing and promotion.

Marketing Strategies
Marketing will begin 3 months out from the event and will include the following channels:

- Advertising
  - Paper
  - Radio
  - Digital
  - Social
- Event Listings
  - Event finder
  - Hamiltonwaikato events website
  - Claudelands
- PR
  - Working with local media outlets to obtain print and digital editorial and airtime



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- Experiential
  - Community groups ticketing packages
  - Direct Marketing
  - Large format banners and local signage
  - Live event streaming

Marketing and promotions plan budget

Advertising run: August to October		
Website Angels -Collateral		$2,000
Digital (Google)		$3,000
Social Media		
Cross St Banners - Print & Install		$3,500
Entry Blow Up Banner		$5,000
Website Angels -Collateral		$2,000
Total 3 months		$32,700

Credentials of the organisation/person executing the marketing plan

The organisation executing the marketing plan for this event will be Just 1 Ltd.

Just 1 Ltd has been in operation for the past 5-6 years in the Waikato / BOP regions working at multiple levels for its clients which include some of the Waikato's top brands. Some of the services they provide are media negotiation and booking, media planning and execution. The company also helps its clients with everything from Radio and TVC creative and creation through to Event preparation and print collateral requirements including signage and website creation and design. Just 1 Ltd have their own greater Waikato / BOP / Coromandel hard copy gloss publication called Seasons magazine and this is also On-line throughout NZ.

The person leading the marketing team at Just 1 Ltd has been involved in Media for the best part of three decades with hands on working experience in Radio / Print / and TV. They have worked for and with most of the major players in media in NZ such as NZME / STUFF (Fairfax) / Mediaworks / and most of the major agencies along the way and have partnerships with these outlets now for clients benefit.

The media access includes all smaller by area publications and radio stations etc.. and cultural media across the board.

We also engage and have a strategic partnership with Website Angels who are a full-service digital media and marketing company based here in Hamilton. They have a large in-house team of 25 and offer the full range of marketing services. From programming and website development through to strategy and media placements and buying, Website Angels have an enormous client list locally and they manage millions of dollars of their clients current marketing spends.



Waikato A&P Show 2019

Benefits for the City of Hamilton

Exposure and promotion for the city

- With the introduction of live casting of events the potential for national and international exposure grows each year
- Well hosted tours of the show for visitor groups and locals will add to the sense of inclusion for all

Economic Benefits for the City:

Key examples of additional business to Hamilton City:

- A number of competitors stay on the Claudelands grounds during the Show (best practice care for animals)
- Nearly all competitors are from the surrounding rural regions of the Hamilton City with some competitors coming from the Whangarei, Tauranga, Wairarapa and Taupo. Competitors have come from the South Island in the past – particularly in the Equestrian Section
- Our judges arrive from Australia, the South Island and a variety of North Island regions
- Our trade and expos showcase and prioritise Waikato businesses
- The futurity sales – livestock sales from within the Show
- Fashion in the Field – promoting local fashion businesses and the equestrian thoroughbred industry
- Where possible our Show build, delivery and breakdown costs are spent with Hamilton business or charitable groups. $250K of costs into the local economy

All these participants and contributors require catering, entertainment and accommodation onsite, with family or in hotels nearby adding to the economic exchange within Hamilton City.

It should be considered that to have a three-day Show with a $5 Friday and $8 tickets for the Saturday and Sunday ensures maximum participation from the community and leaves discretionary spending for other City events and entertainment.

A sense of pride can be gained from being one of the longest running Shows in New Zealand – have we mentioned this is our 127th Show?

Sponsorship Proposal Package

We view this grant as an investment in the future of Hamilton City Heritage – a connection of past, present and future.

The partnership that we seek is open to non-traditional sponsorship ideas and mutual gains. We propose a round table meeting to tease out the possibilities as soon as practical. We don't want to limit the possibilities before a person-to-person discussion is possible.
For example:



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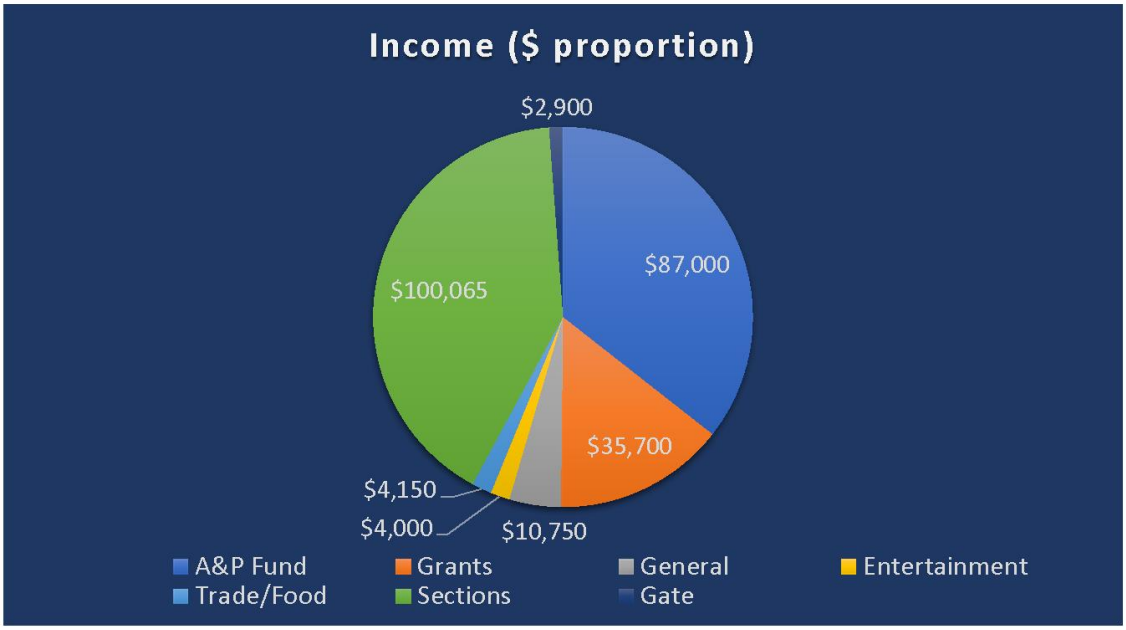
- a walking tour map of the graffiti art in the centre city to encourage our campers to 'cross the bridge' and send visitors into Hamilton City
- tourist groups encouraged with multi pass discounts to other HCC spaces – museum, gardens etc
- live streams sponsored by and advertising HCC other events

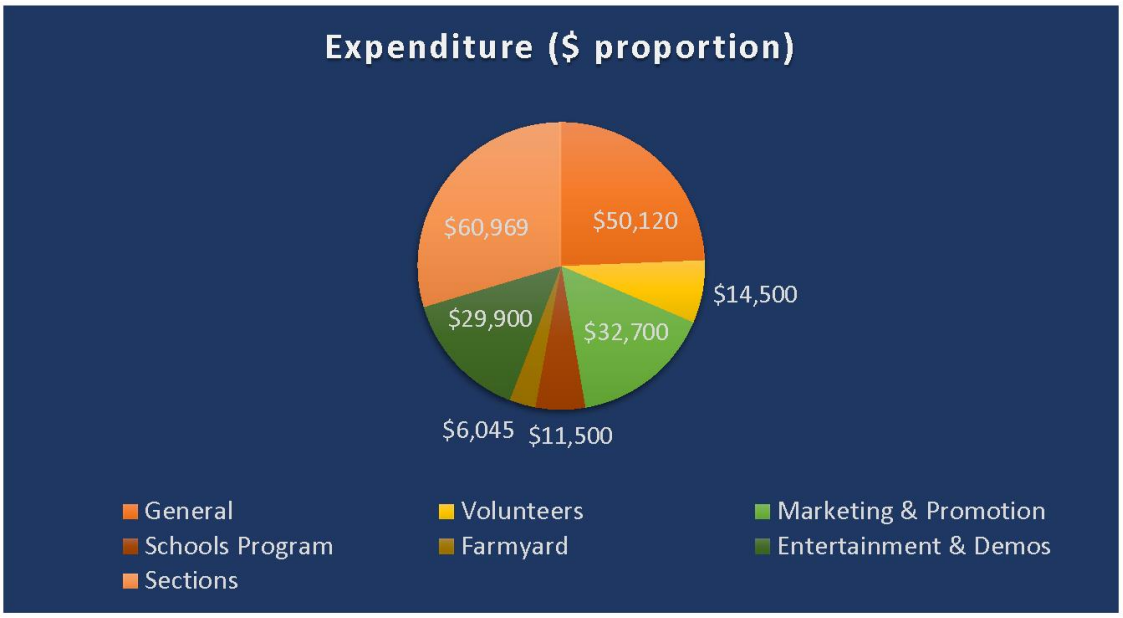
Let's talk...



Waikato A&P Show 2019

Current Event Budget







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INCOME				
Grants	Trust Disbursements		$	87,000
	Grant - Trust Waikato		$	*3,400*
	Grant Creative Waikato			
	COGS		$	2,300
	Grant - Lion Foundation		$	*5,000*
	Grant - Lottery Communities		$	*8,000*
	Grant - Southern Trust		$	*2,000*
	WEL Trust		$	*5,000*
	HCC Large Events		$	10,000
General	BBQ - Pre-Booking, Donation business partnership		$	10750
Entertainment	Site fees, rides feed		$	8,150
Sections	Animal competition Entries		$	27,400
	Camping, Catalogues		$	1,355
	Section Sponsorship & Donation		$	17,800
	Ground Fees, Stables, Horse Measuring, Straw, Hay		$	7,950
Gate	Tickets and parking koha		$	20,665
		Total	$	216,770



EXPENDITURE				
General	BBQ -catering		$	2,000
	Build Costs (Andrew)		$	6,000
	Cleaning - Unicus		$	500
	Courier Postage		$	50
	Eftpos machines		$	590
	EMT		$	1,725
	Equipment Purchase		$	250
	Event Insurance - Firstlane		$	3,000
	H3		$	12,000
	Health & Safety		$	2,000
	Parking - HCC Cadets		$	2,100
	Panels (photography, poultry, misc.)		$	3,000
	Power - SBI various		$	1,000
	Photography		$	1,725
	Port-a-loos (Hirepool)		$	380
	Post Paid Envelopes		$	500
	Printing Internal and tickets		$	1,300
	Programme		$	1,300
	Ribbons/Trophies		$	200
	Security - Night Shift		$	1,500
	Security/Traffic Management		$	5,000
	Sound System		$	1,900
	Thank yous'		$	200
	Ticket/data system (Lup)		$	1,900
Volunteers	Build & breakdown lunches		$	1,500
	Show Volunteers & Members Lunch		$	11,000
	Thank yous		$	2,000
Marketing & Promotion	Website Angels -Collateral		$	2,000
	Digital (Google), Social Media		$	4,200
	Cross St Banners - Print & Install, Banners, Print, Radio, Flyers		$	26,500
Schools Program	Salt Collective and misc.		$	11500
Farmyard	Straw Warehouse		$	6.045
Entertainment & Demos	Inflatables		$	29,900
Animal Sections - all	Catalogues & Schedules		$	60,969
		Total	$	205,734
		Profit/Loss	$	11,036



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Strategic Partners and Funding

These strategic partners who have historically and contribute to the Association as a whole and/or to the show specifically and/or to section events and prizes.

Strategic Partners

- NZCT
- Community Matters [COGS]
- Trust Waikato
- The Lion Foundation
- WEL Energy Trust
- Website Angels
- Ebbett Group
- Harcourts
- Local Sports franchises

Platinum - $2000

- Bulk Lines – in kind (sawdust carting)

Gold Sponsors - $1000 (cash and in-kind)

- ABS (Animal Breeding Services)
- Boehringer Ingleheim
- Bell Bosch
- CopRice
- PGG Wrightson
- J.Swap Stockfoods
- World Wide Sires
- Ascot
- Hoof It
- VET ENT

Silver Sponsors - $500 (cash and in-kind)

- Osbornes
- Ecolab
- Farmlands
- Paramount
- Jobe valves
- NZ Farmers Livestock
- OTL
- Pala Mountains
- Samen
- Balance Fertiliser
- John and M Spellman
- Vetora Vets

Bronze - $250 (cash and in-kind)

- AFFCO
- Awaroa Perendales
- Giltra AgriZone
- Ravensdown
- Resene
- Semex
- Wilson_Hellaby
- Ferdon Genetics
- I Du Plessis
- Okawa Ltd
- Serenity Park
- Garrads

Supporters - $200 or less (in cash or in-kind):
50+ supporters including individual people and local businesses



2019/20 Event Sponsorship Scorecard

Application Summary			
Event Name and Date	We Will Rock You – Queen the Musical 5-19 October 2019	**Applicant/Organisation**	Clarence Street Theatre Trust
Event Venue	Clarence Street Theatre	**Event Type**	Arts
Event Overview	A two-week long theatre production of 'We Will Rock You' (WWRY) - a rock musical based on the songs of British rock band Queen with a book by author Ben Elton. The production is part of the Musical Theatre NZ Consortium tour owned by New Plymouth Operatic Society and Christchurch Operatic Society. IN 2019 it will be hosted in a number of NZ cities (Christchurch, Auckland, New Plymouth, Tauranga, Invercargill and Palmerston North) and Hamilton.		
Target Market	Theatre goers and musical fans		
Event Objectives	1. To sell beyond 60% occupancy achieving audiences in excess of 4500 to promote Hamilton as a thriving and vibrant destination for large scale musicals or theatre event. 2. To support the new Waikato Regional Theatre by maintaining theatre opportunities for audiences and participants. 3. To partner with local businesses to capitalise on the event for the hospitality, accommodation and entertainment industries. 4. To visibly show Council's ongoing support of the performing arts and venues.		
Attendance	Participants, Spectators and trade 5090 – from Hamilton 818 – from outside Hamilton 21 - Overseas	**Anticipated Bed Nights**	798 in hotels and motels across 14 nights and 180 home hosted for 45 nights = 980
External Funding	Funding is being secured from corporate partnerships, hospitality partnerships and accommodation partnerships plus Creative Communities Scheme, Trust Waikato, Momentum and Wintec.		
Previous Council Support	In 2015 council gifted Clarence Street Theatre to the Clarence Street Theatre Trust to own and operate. The deed of gift was completed in 2018. The trust receives an operational grant of $40k per annum 2018-2020 via Council's multi-year grant scheme.		
Past Event Performance	Clarence Street Theatre is an established provider of creative space for Hamilton's performing arts scene, and a sought-after venue with a strong reputation in the industry. Clarence St Theatre has successfully produced several of its own theatre and music events over the past four years. It is the only proscenium arch theatre in the City and as such is well versed in producing theatre. Clarence St Theatre supports local, national and international touring events as well as cultural and community activity.		
Sponsorship Benefits to Council	• Advertising space in inside of front over of programme (valued at $5k) • Tickets to the show to be agreed upon for use for staff, suppliers or business hosting • A speaking presence for Council representative at all media launches and events • Naming right sponsorship of a key character of the production • Promotion and support for the performance arts in Hamilton, in respect of the new Waikato Regional Theatre project. • Alignment to Council's Arts Agenda • Council support acknowledged through, news and press/media releases, verbal presentations and public announcements, logo placement on all documents and advertisements and social media posts relating to the event		
Sponsorship Requested	$25,000		

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Management assessment against criteria	Score (5)
Fit to Hamilton City vision and profile	3
City exposure benefits	1
Generation of overnight visitation to city	2
Generation of incremental income to city businesses	2
Number of anticipated participants	2
Utilisation of city assets	3
Total	**13 / 30**

Management Recommendation

DECLINE

This event has a limited fit to the event sponsorship fund criteria (exposure and visitation). It is also noted the applicant is a recipient of council funding support via a three multi-year grant for operational costs.

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CLARENCE STREET THEATRE TRUST

PRESENTS

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Executive summary

1. We Will Rock You supports the new Waikato Regional Theatre by engaging audiences and creating arts activity.
2. We Will Rock You aligns with Hamilton City Council's Arts Agenda across several categories.
3. We Will Rock You Has support from several elected members.
4. It is imperative that Hamilton remains a destination for major theatrical events for the pending arrival of the new Waikato Regional Theatre. While Claudelands does fill some of this gap, it is not a theatre and cannot provide a genuine theatrical experience. Clarence St Theatre can and has been doing this in the interim.

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Why?

WE WILL ROCK YOU (WWRY) offers a clear opportunity due to deliver a world class event for Hamilton city. Queen's recent popularity and the topical nature from the biopic movie 'Bohemian Rhapsody', gives the production invaluable saleability. WWRY gives strong certainty of success. If a conservative comparison were to be made with three recent HOS productions at Clarence St Theatre, such as *Sister Act*, *Les Misérable* and *EVITA,* the numbers support the viability of the WWRY project.

We have a strong team in the Trustees and Jason Wade with experience in taking large risk and reaping rewards in relation to musical theatre. With Rachel Balme, Paul Mitchell and Jason Wade all ex- Chairs of Hamilton Operatic Society, and arguably three of their most successful in recent times, it is our view that the team can make the project incredibly beneficial to Clarence Street Theatre Trust and the greater City.

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Event Background

We Will Rock You (often abbreviated as ***WWRY***) is a rock musical based on the songs of British rock band Queen with a book by Ben Elton. The musical tells the story of a group of Bohemians who struggle to restore the free exchange of thought, fashion, and live music in a distant future where everyone dresses, thinks and acts the same. Musical instruments and composers are forbidden, and rock music is all but unknown.

The original West End production opened at the Dominion Theatre on 14 May 2002. Although the musical was at first panned by critics, it has become an audience favourite, becoming the longest-running musical at the Dominion Theatre, celebrating its tenth anniversary on 14 May 2012.

The fifteenth longest-running musical in West End history, the London production closed on 31 May 2014.

A number of international productions have since followed the original, and *We Will Rock You* has been seen in six of the world's continents. Many productions are still active globally. An Australasian tour was launched at the end of 2007 in New Zealand. The tour performed in Auckland, New Zealand at The Civic, The Edge (26 October to 2 December 2007).

This production is part of the Musical Theatre NZ Consortium Tour owned by New Plymouth Operatic Society and Showbiz Christchurch (Christchurch Operatic Society). It will in 2019 be performed in Christchurch, Auckland, New Plymouth, Invercargill, Tauranga and Hamilton.

Clarence Street Theatre Trust were approached by New Plymouth Operatic Society to stage the production as it was their understanding that Hamilton Operatic Society had no interest in staging it. As such the Trust applied for the rights and were granted these from David Spicer in Australia.

Clarence Street Theatre Trustees decided it was important for the City and the new Waikato Regional Theatre that the Trust took the risk to support the vibrancy of the performing arts in Hamilton and have proceeded with the production.

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Objectives

1. To sell beyond 60% occupancy achieving audiences in excess of 4500 to promote Hamilton as a thriving and vibrant destination for large scale musicals or theatre event.
2. To support the new Waikato Regional Theatre by maintaining theatre opportunities for audiences and participants.
3. To partner with local businesses to capitalise on the event for the hospitality, accommodation and entertainment industries.
4. To visibly show Hamilton City Council's ongoing support of the performing arts and venues.

Key Strategic Points

- Leverage off current popularity of Queen with the recent film 'Bohemian Rhapsody' and also Queen coming to NZ in 2020.
- Evidence suggests that "duke box musicals" such as WWRY do very well in Hamilton. This taken from *Mamma Mia* in 2015 achieving 13,500 attendees.
- Tickets sales will need to achieve at least 66% of revenue
- Sponsorship, community and corporate funding will need to achieve 34% of revenue.
- Historic evidence shows that 13 – 16% of tickets will be purchased outside the region increasing hospitality, accommodation and entertainment spends in the City.

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Structure and People

Due to the nature of the performing arts community being small in Hamilton we have assembled arguably the most experienced team. Leading the management of the production is Jason Wade. Jason has produced theatre in Hamilton equating to over 75,000 audiences over the past 10 years. He has taken Clarence St Theatre from 15% occupancy to achieving over 65% in 2019.

Heading the creative team is David Sidwell. David is seen as one of New Zealand's eminent musical theatre directors.

Producer:	Clarence Street Theatre Trust
Production Manager:	Jason Wade
Director	David Sidwell
Musical Director	Dr. Nick Braae
Choreographer	Hannah MacFarlane
Marketing Manager	Ray Powell
Publicist	Yvonne Milroy
Financial Controllers	Leean Bedwell and Rachel Balme

Note: *Set Costumes purchased by NZ Consortium from Queen International*

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Marketing Summary

Queen Sells – That's Why You Hear It So Much (extract)

Martin Kielty – December 2018

http://ultimateclassicrock.com/queen-commercials/

Queen has been heard in commercials across the world for decades. From hotels, cars and beer to chocolate, hair colour and gum, tracks as wide apart as "Tie Your Mother Down" and "We Are the Champions" have been attached to advertising campaigns from the U.S. to Europe.

In recent weeks, the "Flash" theme has been harnessed to help sell the Google Pixel 3's light-sensing abilities. In August, "Somebody to Love" promoted Amazon Music under the slogan "A voice is all you need." John Lewis, a U.K. store chain, built a message about their human resources priorities around "Bohemian Rhapsody." The Dodge Ram Super Bowl commercial was driven by the fast, live version of "We Will Rock You," as sung by Vikings, while Toyota used "Don't Stop Me Now" last year to advertise their Camry model.

There's no doubt that the success of the *Bohemian Rhapsody* movie – the world's highest-grossing music biopic of all time, just a month after its release – has raised awareness among ad creators, who are always keen to build on established audience relationships to promote their wares. But licensing – or syncing – Queen music has been a common practice for years: In 2014, they were listed as the most synced artist in the U.K., for example.

Demographic

Queen Music attracts	Ages 35 – 50
Musical theatre attendees:	Ages 35 – 65
Queen listeners	Ages 35 – 44

Musical theatre 63% female – 37% male (not taking into consideration non-binary)

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Marketing Mediums

Note: *In 2017 during Les Misérables Clarence St Theatre conducted qualitative survey of approximately 331 patrons specifically on what mediums they saw* advertised.

The three Key mediums were:

- Newspaper
- TVC
- Radio

Other mediums used:

- Digital media – geo targeted where appropriate
- Posters/fliers/postcards
- Bus backs
- Cross street banners
- EDM
- Social media -Facebook
- Purchased editorial space

While many of the other mediums featured and the mix has changed significantly over the past five to ten years, traditional media as above for our audience is still the strongest mediums to use. These will be key to our marketing campaign and spend.

- Increasing digital and social media is integral to any campaign but this should not be the lead spend.
- Publicity will be key, and a publicist should be enlisted to get the best coverage. Yvonne Milroy has recently achieved excellent results with the launch video.
- Local stories and connections to the production:
    1. David Sidwell's cousin as the orchestrator
    2. Dr. Nick Braae Musical Director has Phd. In Queen
    3. Hamilton will be the first production in the world to have the role of "Killer Queen" played by a male, as a drag queen.
    4. "Join up to the New Waikato Regional Theatre"

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- PR activity with NZME such as Black Thunders, giveaways, social media engagements
- Local business competition - dress your window in "Queen theme"
- "Freddie Mercury Day"
- Competition "From Hamilton to London – WIN a Trip to London/UK to see Queen in Concert"
- Association with The New Zealand AIDS Foundation

Key Marketing Milestones

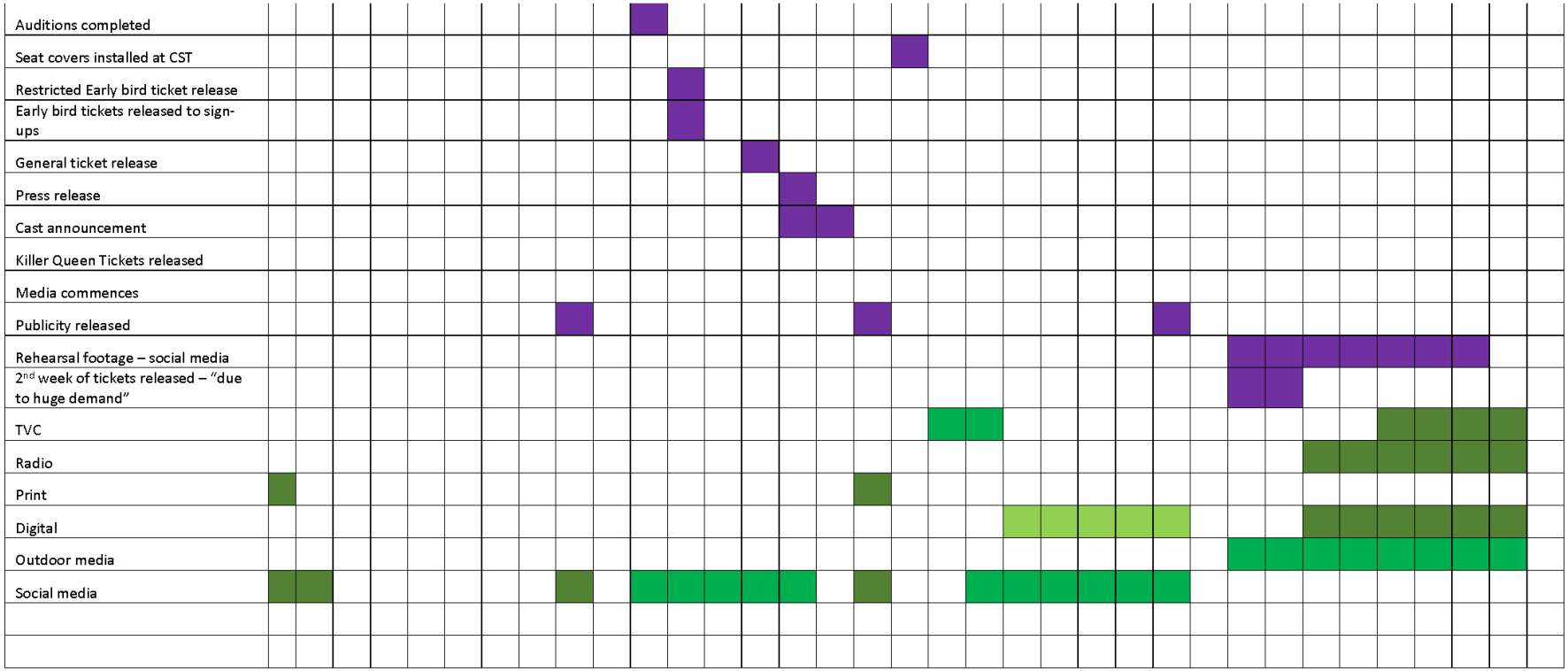
WE WILL ROCK YOU

MARKETING SUMMARY

Weeks to opening	32	31	30	29	28	27	26	25	24	23	22	21	20	19	18	17	16	15	14	13	12	11	10	9	8	7	6	5	4	3	2	1	0		
Week commencing	25/02/19	4/03/19	11/03/19	18/03/19	25/03/19	1/04/19	8/04/19	15/04/19	22/04/19	29/04/19	6/05/19	13/05/19	20/05/19	27/05/19	3/06/19	10/06/19	17/06/19	24/06/19	1/07/19	8/07/19	15/07/19	22/07/19	29/07/19	5/08/19	12/08/19	19/08/19	26/08/19	2/09/19	9/09/19	16/09/19	23/09/19	30/09/19	7/10/19	14/10/19	21/10/19	
Show announcement	■																																		
Auditions announced	■																																		
Sin-up for pre-sale commences				■																															
Announcement of sponsors + potential sponsors event																				■															
Soft release of publicity – EDM's																																			
Audition advertising commences							■	■	■	■																									

Attachment 2

Item 10


Auditions completed
Seat covers installed at CST
Restricted Early bird ticket release
Early bird tickets released to sign-ups
General ticket release
Press release
Cast announcement
Killer Queen Tickets released
Media commences
Publicity released
Rehearsal footage – social media
2nd week of tickets released – "due to huge demand"
TVC
Radio
Print
Digital
Outdoor media
Social media

Attachment 2

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Marketing Budget

	Actual Spend	Value with in kind/sponsorship
(1) Marketing		
TV (including production)	$ 20,000.00	$ 45,000.00
Radio	$ 10,000.00	$ 45,000.00
Waikato Times Print	$ 8,500.00	$ 8,500.00
Waikato Times Online	$ 10,500.00	$ 10,500.00
Hamilton central business association adverts		
Cinema	$ -	$ -
Posters (A6 cards, A4, A3, A2, A1)	$ 1,000.00	$ 1,000.00
Fliers/postcards (DLE)	$ 650.00	$ 650.00
Lanyards		
Bus Backs	$ 2,550.00	$ 2,900.00
T-shirts & logos	$ 400.00	$ 400.00
Bill Board CST	$ 1,500.00	$ 1,500.00
Direct mail	$ 2,000.00	$ 2,000.00
TVC and Radio backing – Queen supplied		
Photo shoot – Mark Hamilton	$ 1,000.00	$ 1,000.00
Marketing launch	$ 2,500.00	$ 2,500.00
Opening night	$ 3,500.00	$ 3,500.00
TVC/Radio sound bite recording – Queen supplied		
Graphic design	$ 300.00	$ 300.00
Pop up banner	$ 750.00	$ 750.00
Marketing total	**$ 65,150.00**	**$ 125,500.00**

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Ticketing Strategy

- Announce show with ability to sign up to pre-sales (completed with over 300 signed up)
- Restrict sales to begin with only opening first week and use the opening of the 2nd week, use as another marketing angle/story
- Pre-sale exclusive
- Run a ticket lottery closer to the time with Ticketek for remaining tickets.

Pricing

All tickets include fees

Friday/Saturday evening performances:

Premium:	$79
A Reserve	$69
B Reserve Circle	$59
Restricted view	$30

Sunday – Thursday including matinees

Premium	$69
A reserve	$64
B Reserve +Circle	$59

Concession for 65+ of $5 off premium and A reserve
Concession for Circle of $39
Concession for students $5 off Premium and A reserve

Cheap/Early Tuesday tickets

Premium $59
A Reserve $49
B reserve $39
Restricted view $25

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Sponsorship

In addition to contra and actual dollar spend we would look to further strengthen our market presence with partnerships with:

- Ebbetts/Mini Cooper/"Ute type vehicle"
- NZME – The Hits, ZM, Hauraki (CONFIRMED) $40k sponsorship
- Fairfax Media – contra + sponsorship SPENC TBC
- Heathcote's Appliances -
- Real Estate Agents/Companies expressed interest to date: Lodge Real Estate and Lugtons
- Potential to sell complete performances to some of the larger corporates
- Momentum - to enable engagement for the new Waikato Regional Theatre

-

Hospitality Partnerships

- Lawrenson Group
- Madam Woo
- Mr Pickles – River Bank Lane

Accommodation Partnerships

- NOVOTEL - Hamilton

Attachment 2

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What Does Hamilton City Council Get

We request a sponsorship of $25,000.00

We would be happy to work with the management team at Hamilton City Council to find the greatest value for their investment. Below are some of the sponsorships that we have proposed but are open to other suggestions to make it value added to both parties.

1. Advertising in the souvenir programme – location could be prime up to $5,000 in value.
2. Tickets to the show on a night of HCC's choosing - these can be used for staff, suppliers or to develop relationships that the HCC may want to foster.
3. Attendance for staff of HCC to one of the preview performances, up to 200. Valued at $10,000.00
4. A speaking right at all of the associated events with the production.
5. A key character of the production, Galileo for example would be listed as "Sponsored by Hamilton City Council".

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Funding

- **Creative Communities Scheme** – up to $5k (This will be used to increase accessibility and the grant used to pay for a sign language interpreter for one performance)

- **Trust Waikato** - $1ok (over and above operating cases)

- **Hamilton City Council** – large event fund up to $50k (realistically $25k) Many of the current Councillors were contacted and asked if they saw this as something that was worthy of the Major Event Fund. Mayor Andrew specifically put us in contact with Sean Murray's office as he believed it sat well and was keen to support the application especially in regard to engagement and support for the new Waikato Regional Theatre.

- **Momentum** – with the view of building capacity for the new theatre – building databases etc. We have met with Kelvyn Eglington and he is keen to use this production to help raise funders for what is left after the Provincial Growth Fund money is confirmed – approximately $7million. Momentum also see us a key partner in promoting and engaging positive stories and outcome about the new Waikato Regional Theatre.

- **WINTEC** $5k – we can leverage off their new programme and their staff involvement.

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Budget

Income

Income non ticket	GST EXC		GST INC	
Hamilton City Council – Large Event Fund				
Wel Energy Trust	NOT AVAIL			
Southern Tust	NOT AVAIL			
Creative Communities Scheme	$ 5,000.00		$ 5,750.00	
Trust Waikato	$ 10,000.00		$ 11,500.00	
Momentum	$ 5,000.00		$ 5,750.00	
Programme sales & merchandising (13% attendees)	$ 7,634.25		$ 8,779.39	
Programme advertising / sponsorship	$ 10,000.00		$ 11,500.00	
Ticketek inside charge	$ 4,500.00		$ 5,175.00	
Sundry income	$ 1,500.00		$ 1,725.00	
Bar income		27,000	$ 31,050.00	
Total non ticket income	**$ 70,634.25**		$ 81,229.39	
Available seats - see schedule		8,250		
Seats sold		4,500		
Occupancy		55%		
Shows		15		
Average net (ex gst & ticketek) ticket price		$49.15		$56.53
Total Ticket Income at Occupancy	**$ 221,175.00**			
Total income	**$ 291,809.25**		**$ 335,580.64**	

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Expense

Expenses		GST EXC	GST INC	GST PAYABLE
Intellectual property rights pre show	$	9,000.00		
Intellectual property rights post (18%)	$	30,811.50		
Marketing **(1)**	$	65,150.00	$ 74,922.50	$ 9,772.50
Ticketek fees (included in the avg ticket price)			$ -	$ -
Professional fees **(2)**	$	48,900.00	$ 56,235.00	$ 7,335.00
Set costs	$	51,500.00	$ 59,225.00	$ 7,725.00
			$ -	$ -
Theatre direct Costs	$	5,000.00	$ 5,750.00	$ 750.00
Rehearsal venue	$	1,000.00	$ 1,150.00	$ 150.00
Costume launder	$	500.00	$ 575.00	$ 75.00
Costume & footwear hire/repair	$	500.00	$ 575.00	$ 75.00
Lighting hire			$ -	$ -
Sound design/hire - BounceNZ	$	45,000.00	$ 51,750.00	$ 6,750.00
CO2 smoke machines + consumbles	$	4,000.00	$ 4,600.00	$ 600.00
Hair/Make-up product	$	500.00	$ 575.00	$ 75.00
Programme printing	$	7,500.00	$ 8,625.00	$ 1,125.00
Lighting Hire and Design ACLX	$	30,000.00	$ 34,500.00	$ 4,500.00
Motors	$	3,000.00	$ 3,450.00	$ 450.00
			$ -	$ -
			$ -	$ -
Accommodation - Tech crew/per diems	$	1,000.00	$ 1,150.00	$ 150.00
			$ -	$ -
Talent accomodation for 6 weeks	$	1,500.00	$ 1,725.00	$ 225.00
Pack in / Pack out costs	$	4,500.00	$ 5,175.00	$ 675.00

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Cast and crew meal. Pack-in and Pack-out catering		$ 1,500.00	$ 1,725.00	$ 225.00
Audition expenses (adverts, etc)		$ 3,500.00	$ 4,025.00	$ 525.00
Touring payment			$ -	$ -
Additional staging / props			$ -	$ -
Entertainment			$ -	$ -
Scripts & Score		$ 700.00	$ 805.00	$ 105.00
Postage & Printing costs		$ 250.00	$ 287.50	$ 37.50
Freight costs - containers		$ 4,000.00	$ 4,600.00	$ 600.00
Gifts		$ 300.00	$ 345.00	$ 45.00
Health & safety		$ 360.00	$ 414.00	$ 54.00
General			$ -	$ -
Contingency 5%		$ 15,718.08	$ 18,075.79	$ 2,357.71
Total Expenses	**$**	**335,689.58**	$386,043.01	$ 50,353.44
Total income		$ 291,809.25	$335,580.64	$ 43,771.39
Total expenses		$ 335,689.58	$386,043.01	$ 50,353.44
Profit/(Loss)	**$**	**(43,880.33)**	$ (50,462.37)	$ (6,582.05)

MOMENTUM WAIKATO
Te Puaawaitanga o Waikato

Jason Wade
General Manager
59 Clarence street, Hamilton 3240, NZ
CLARENCE ST THEATRE

Dear Jason

I write in support of Clarence Street Theatre's application to the Major Event Fund for the "We Will Rock You" production and its delivery to Hamilton.

Momentum Waikato is leading the funding and project management of the Waikato Regional Theatre which is a world class 1300 seat lyric theatre on the banks of the Waikato River within the heart of the Hamilton CBD. The theatre is well on its journey and is on track for both project delivery, construction timeframes and fundraising with an opening in December 2021

Clarence St Theatre provides an inclusive and accessible theatre for performing arts and events – developing, growing and inspiring audiences and users. As such the work of Clarence Street Theatre and associated venues within Hamilton and links to the wider creative arts sector and performing arts sector particularly makes for an emerging centre of excellence for all performing arts opportunities at all levels. The development of an eco system supporting content production, delivery of performances, technical support and education is a key to this emerging strategy.

Clarence Street Theatre plays a vital role within this eco system and we support the work of the management team to bring productions of this quality to the city and region

Kind regards

Kelvyn Eglinton
CEO

PO BOX 9283, Hamilton 3240 Waikato, Aotearoa New Zealand | 07 834 0404 | **www.momentumwaikato.nz**

Hamilton City Council
Te kaunihera o Kirikiriroa

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WE WILL ROCK YOU 2019

Income non ticket	GST EXC	GST INC	
Wel Energy Trust	NOT AVAIL		
Southern Tust	NOT AVAIL		
Creative Communities Scheme	$ 5,000.00	$ 5,750.00	
Trust Waikato	$ 10,000.00	$ 11,500.00	
Momentum	$ 5,000.00	$ 5,750.00	
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Total Ticket Income at Occupancy	**$ 221,175.00**		
Total income	**$ 291,809.25**	**$ 335,580.64**	**$ 43,771.39**
Expenses			
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Lighting hire		$ -	$ -
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Motors	$ 3,000.00	$ 3,450.00	$ 450.00
		$ -	$ -
		$ -	$ -
Accommodation - Tech crew/per diems	$ 1,000.00	$ 1,150.00	$ 150.00
		$ -	$ -
Talent accomodation for 6 weeks	$ 1,500.00	$ 1,725.00	$ 225.00
Pack in / Pack out costs	$ 4,500.00	$ 5,175.00	$ 675.00
Cast and crew meal. Pack-in and Pack-out catering	$ 1,500.00	$ 1,725.00	$ 225.00
Audition expenses (adverts, etc)	$ 3,500.00	$ 4,025.00	$ 525.00
Touring payment		$ -	$ -
Additional staging / props		$ -	$ -
Entertainment		$ -	$ -
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Total income	$ 291,809.25	$335,580.64	$ 43,771.39
Total expenses	$ 335,689.58	$386,043.01	$ 50,353.44
Profit/(Loss)	**$ (43,880.33)**	$ (50,462.37)	$ (6,582.05)

	Actual Spend	Value with in kind/sponsorship
(1) Marketing		
TV (including production)	$ 20,000.00	$ 45,000.00
Radio	$ 10,000.00	$ 45,000.00
Waikato Times Print	$ 8,500.00	$ 8,500.00
Waikato Times Online	$ 10,500.00	$ 10,500.00
Hamilton central business association adverts		
Cinema	$ -	$ -
Posters (A6 cards, A4, A3, A2, A1)	$ 1,000.00	$ 1,000.00
Flier (DLE)	$ 650.00	$ 650.00
Lanyards		
Bus Backs iSite	$ 2,550.00	$ 2,900.00
T-shirts & logos	$ 400.00	$ 400.00
BillBoard CST	$ 1,500.00	$ 1,500.00
Direct mail	$ 2,000.00	$ 2,000.00
TVC and Radio backing		
Photo shoot	$ 1,000.00	$ 1,000.00
Marketing launch	$ 2,500.00	$ 2,500.00
Opening night	$ 3,500.00	$ 3,500.00
TVC/Radio sound bite recording		
Graphic design	$ 300.00	$ 300.00
Pop up banner	$ 750.00	$ 750.00
Marketing total	**$ 65,150.00**	**$ 125,500.00**

HOS Comparables numbers	
Sister Act	4500
Les Miserable	5750
Rocky Horror	4500
EVITA	4000

(2) Professional Fees	
Director	$ 10,000.00
Musical Director	$ 3,550.00
Choreogrpaher	$ 2,000.00
Production Manager	$ 5,000.00
Wardrobe HOD	$ 1,000.00
Hair and make-up HOD	$ 500.00
Talent 1 @ $2000 per week for six weeks	$ 12,000.00
Talent 2 @ $500 per week for 8 weeks	$ 4,000.00
Talent 3@ $1000 per week	$ 6,000.00
Travel costs (talent)	$ 1,000.00
Keyboard 1	$ 550.00
Keyboard 2	$ 550.00
Guitar 1	$ 550.00
Guitar 2	$ 550.00
Bass	$ 550.00
Drums	$ 550.00
Percussion	$ 550.00
Total	**$ 48,900.00**

Set/Costume Hire	
Screen hire - Pixel (12mm screen same as SA)	$ 9,000.00
Rigging - Chris Browne	$ 7,000.00
Set/costume base hire (excluding discount for less use)	$ 15,000.00
Commision to consortium for set/costumes	$ 13,500.00
Touring payment	$ 7,000.00
Total	**$ 51,500.00**

Attachment 2

Item 10

2019/20 Event Sponsorship Scorecard

Application Summary			
Event Name and Date	NZ Amateur Junior National Rock n Roll Championships 10-12 Aptil 2020	**Applicant/Organisation**	Drifters Rock and Roll Club Incorporated
Event Venue	Fraser High School, Hamilton	**Event Type**	Sport
Event Overview	The 2020 NZ Amateur Junior National Rock n Roll Championships is an annual event being hosted in Hamilton, for the best junior dancers from throughout New Zealand aged 5-17 years, competing in age sections and team categories. The event promotes and develops the rock and roll ideals of providing fellowship, dance sport and encourages individuals to participate in activities within our city communities and beyond.		
Target Market	• Junior rock and roll dancers and supporters across New Zealand Clubs • Parents and supporters of local competitors • General Public spectators		
Event Objectives	• To host a vibrant, fun and successful National Championships • To promote and foster rock and roll ideals • To provide fellowship, promote dance sport and encourage supporters and spectators to participate within our communities.		
Attendance	Participants, spectators and trade 180 - from Hamilton 320 – from outside Hamilton	**Anticipated Bed Nights**	300 in hotels and motels over 4 days = 1200 bed nights mainly in Hamilton
External Funding	The budget supplied has no other external funding estimated. Income is from ticket sales.		
Previous Council Support	This event has not applied for funding previously from the major event fund.		
Past Event Performance	The club bid for the 2020 event and were awarded it from the NZ Amateur Rock n Roll Association. The club has hosted the 2004 and 2008 Junior Nationals in Hamilton and is sufficiently resourced to organise and deliver the 2020 event.		
Sponsorship Benefits to Council	• Hamilton City Council being acknowledged as an Event Sponsor • Hamilton City Council/Visit Hamilton Flags/Pull Up Banner(s) placed near the entrance to the venue • Hamilton City Council/Visit Hamilton Flags/Pull Up Banner(s) placed alongside the Main stage for the duration of the event • Hamilton City Council/Visit Hamilton banner hung as a back drop behind the main stage for duration of the event • Link to Hamilton City visithamilton.co.nz/whats-on website on our Facebook Link/Newsletter link • Council support acknowledged through venue signage, news and press/media releases, verbal presentations and public announcements, logo placement on all documents and advertisements and social media posts relating to the event		
Sponsorship Requested	$7,500		

Management assessment against criteria	Score (5)
Fit to Hamilton City vision and profile	4
City exposure benefits	3
Generation of overnight visitation to city	2
Generation of incremental income to city businesses	2
Number of anticipated participants	1
Utilisation of city assets	3
Total	**15 / 30**
Management Recommendation	

DECLINE

This event has limited fit to the event sponsorship fund criteria (exposure and visitation) and will be referred to the Community Event Funding round.

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Item 10

2020 NZ Amateur Junior Rock 'n' Roll National Championships

Hosted by Drifters Rock 'n' Roll Club
Hosting Plan and Overview

DRIFTERS 2020 JUNIOR NATIONALS
HAMILTON - EASTER WEEKEND

BACKGROUND AND EVENT SUMMARY

The NZ Amateur Rock n Roll Association organises a Senior National Championship and a Junior National Championship annually. These are voluntarily hosted by member clubs and the selection of host club is made at the Association AGM. The host club is responsible for organising the event and at the same time gets to promote their city and outlying regions.

Drifters Rock 'n' Roll Club successfully bid to host the 2020 Junior Nationals. These are being held at Fraser High School Gymnasium from Friday 10th April to Sunday 12th April. Conservative estimate indicate that 500 people will either compete, support or spectate at the event on each day.

In addition to our own club juniors, competitors and supporters come from far and wide across New Zealand from Invercargill to Whangarei. We will be promoting the event locally to ensure local Hamilton residents come along to enjoy the energy and vibrancy generated by the best of the best Junior dancers aged 5-17 years from across NZ.

EVENT GOALS

- To host a vibrant, fun and successful National Championships
- To promote and foster rock and roll ideals
- To provide fellowship, promote dance sport and encourage supporters and spectators to participate within our communities.

Drifters
www.drifters.org.nz

Attachment 2

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DRIFTERS 2020 JUNIOR NATIONALS
HAMILTON - EASTER WEEKEND

EVENT PLANNING AND TIMING – to date

Dec2017-Mar2019

- Sub-Committee formed/Allocation of duties confirmed/Venue Confirmed
- Event tease brochure, including accommodation options and local attractions, delivered at 2019 Junior Nationals/Venue liaison meeting completed
- Newsletter 1 to Clubs completed and distributed/Set up Weblink, Email address for event
- Club Members newsletter sent to call for volunteers to assist over the weekend with set up/ clean up security, advertising and communications, executive and association liaison, catering for officials, as well as providing support to our own dancers.

EVENT PLANNING AND TIMING – next steps

1. Explore Event Partnering/Sponsorship/Grant/Product provision options with Local businesses/groups and providers
2. Promote the Event locally by looking into promoting via HCC City News, Community Newspapers, Community Radio Notices and local signage
3. Promote the Event to Rock n Roll Clubs nationally via continued newsletters and event teasers.
4. Finalise details, engage suppliers and host the event.

Drifters
www.drifters.org.nz

MARKETING OVERVIEW

Target Markets:

- Junior Rock n Roll Dancers and Supporters across New Zealand Clubs
- Parents/Supporters of Local Competitors
- General Public spectators

In the main the National Champs market themselves. Once a junior has competed at their first Nationals they generally catch the bug and are keen to continue to do so for as long as they can. Along with them they bring coaches/parents/grandparents and other supporters.

Marketing Strategies/Ideas

To ensure our Nationals are well supported by competitors/supporters and spectators alike we have completed, or will be completing, the following:

- Initial Brochure/Initial Newsletter sent to all Rock n Roll Clubs
- Continued Newsletters with a countdown style "250 days to go" etc theme.
- Links on the NZ Amateur Rock and Roll Association website – National Championships page
- Link on Drifters website/set up 2020info@drifters.org.nz email address
- Community Radio notices planned for March 2020
- Newspaper article March/Early April showcasing the up-coming event
- Article in City News/Hamilton Event Guide
- Small Signage outside Countdown Te Rapa from March 2020
- Static E Billboard outside Fraser High entrance for duration of the event
- Small Corflute signs on approved structures across Hamilton from March

Drifters
www.drifters.org.nz

Attachment 2

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Marketing Responsibilities/Experience

The Sub-Committee are collectively responsible for advertising and promoting the 2020 Nationals.

Main Responsibility: Greg Sammons - Head of 2020 Committee. Assisted by all other sub-committee members. The group has been involved in promoting events in the past such as:

- Promoting Drifters Rock n Roll Club
- Waikato Rock n Roll Events
- Local Club Championships
- National Championships – as Club Members as Members of the Association Executive committee
- Camp Rock n Roll – an annual training camp held for Junior dancers facilitated by Drifters Rock n Roll Club

Marketing Budget

The printing of the initial brochure/newsletters has been kindly sponsored by a local printing firm

Community Radio notices for Not for Profit organisations are without charge. We are seeking to have the Hamilton News/City News/Hamilton Event Guide listing provided at no or minimal cost.

We have a $1000 Contingency budget to cover any costs required to change the small sign outside Countdown Te Rapa and the small corflute signs across the city.

Drifters

www.drifters.org.nz

2020 NZ Amateur Junior Rock 'n' Roll National Championships

Hosted by Drifters Rock 'n' Roll Club
Estimated Economic Benefit to Hamilton Area

Attachment 2

Item 10

Estimated Economic Benefit to Hamilton Area - Hosting 2020 Junior National Rock n Roll Championships					
Accommodation					
Type	**# of People**	**# of Nights**	**Cost Per Person Per Night**	**Total**	**Note**
Hotel	20	4	$60.00	$4,800.00	NZARRA Executive and Officials
Motels	280	4	60	$67,200.00	80 Competitors/200 Supporters
Vehicle Rental					
Type	**# of Hires**	**# of Days**	**Cost Per Day**	**Total**	**Note**
Executive Van	1	3	116.667	$350.00	Budget Car Hire Estimate - Minivan
Car Hire	45	3	64	$8,640.00	Budget Car Hire Estimate - Large Sedan Car Hire
280 total ex Hamilton people less 100 self drive to Hamilton = 180 people/ Divided by 4 = 45 Vehicles					
Fuel	46			$2,300.00	$50 Fuel per Vehicle per Weekend
Food/Beverages					
Type	**# of People**	**# of Nights**	**Cost Per Day Per Person**	**Total**	**Note**
Restaurants/Fast Food Options	300	4	25	$30,000.00	20 Exexcutive, 80 Competitors and 200 Supporters Ex Hamilton
Provisions (Supermarkets)	70		40	$2,800.00	70 Groups @ $40 Groceries for the 3 days (Milk, Bread, etc)
Shopping/Sightseeing - Monday 13th April			??	$5,000.00	The Base Shopping/Gardens/Raglan/Hobbiton
					? conservative estimate
Event Costs to Local Suppliers				$23,475.00	Per Budget - Venue Costs, Promo Costs payable to Local Suppliers
ESTIMATED TOTAL				**$144,565.00**	

2020 JNR NATIONALS
IMPORTANT INFORMATION

location

The venue is located within the Fraser High School Campus, 72 Ellicott Rd, Hamilton.

It is approximately 1km from SH1 and 3kms from Ulster Street - Hamilton's Motel Alley. It it also only 2kms away from fast food's Golden Mile, Greenwood Street.

the venue

A great, multi-purpose gym which Drifters used for the 2008 Junior Nationals.

It comprises of 3 gymnasiums in total. The main gym is a twin basketball court size, with sprung wooden flooring and is extremely well lit and spacious.

The second and third gyms, connected by a small hallway to the main gym, are single basketball court size, both with options to use them for warm ups, marshaling, selling of merchandise or additional changing areas.

Upstairs, there are private rooms available to use as meeting rooms and a judges retreat.

The facilities are more than adequate, with ample toilet and changing rooms inside next to the gyms.

There is also a great amount of car parking surrounding the gymnasiums, accommodating over 170 vehicles.

contact details

As we start towards the 2020 Junior Nationals, we ask that you make a note of the following contact emails.

2020info@drifters.org.nz

2020tickets@drifters.org.nz

For all the latest information, check our website **www.drifters.org.nz/jnr-nats**

WHAT'S ON AROUND 2020 HAMILTON JNR NATS

some things to do...

Hamilton Lake
Extreme Edge Rockclimbing

Waikato Museum
Hamilton Zoo

Parana Park
Taitua Arboretum

Hamilton Gardens
Melville Skate Park

Duck Island Ice Cream
Blast-a-Cars

Bowl and Social
Mama's Donuts

Ice Age Mini Golf
Hamilton Central Library

Model Train Rides
Minogue Park Playground

Waterworld Pools
Hinterland Adventures

Hakarimata Stairs
Confinement Escape Rooms

Leap Trampoline Park
Callum Brae Park

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VIVID images

DRIFTERS 2020 JUNIOR NATIONALS

HAMILTON - EASTER WEEKEND

...see you then

Drifters

www.drifters.org.nz

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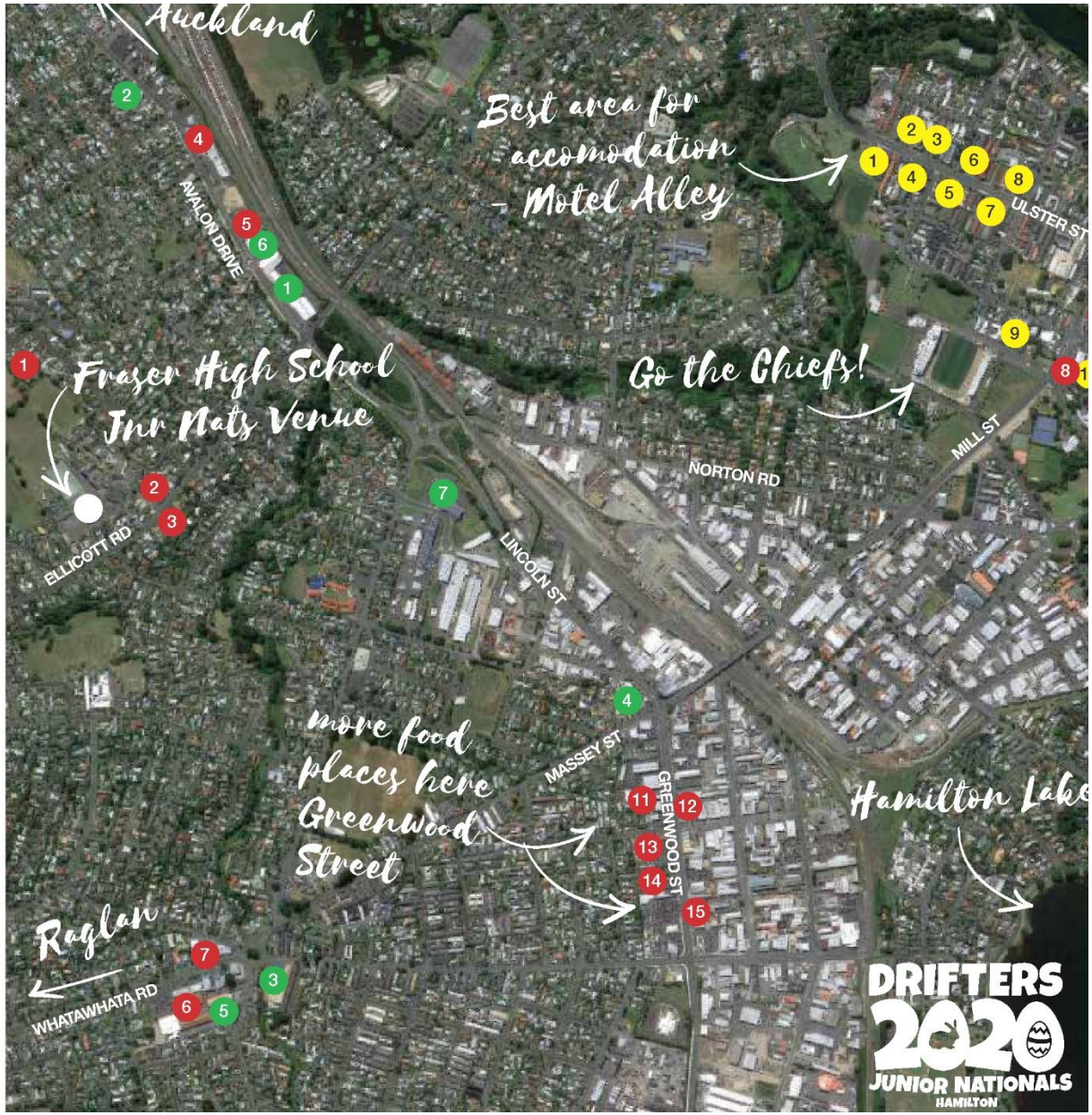
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Hamilton City Council
Te kaunihera o Kirikiriroa

ACCOMMODATION OPTIONS FOR 2020 JUNIORS

1	Fountain City Motor Inn 07 839 3107	Abbey Lodge 07 843 4368
2	Auto Lodge 0800 52 42 32	Albert Court Motel Lodge 07 929 4047
3	Alcamo Hotel 07 839 0200	Ambassador Motor Inn 07 839 5111
4	Atrium on Ulster 07 839 0839	Aquarius Motor Inn 07 839 2447
5	Bella Vista Motor Inn 07 838 1234	Arena Court Motel 07 834 3900
6	Aaron Court Motor Inn 07 838 2599	Argent Motor Lodge 07 843 9912
7	Camelot on Ulster 0800 231 000	Ascot Lodge Motel 07 849 2337
8	Abbots Hamilton 07 838 3299	Ashwood Manor 07 838 3845
9	Park View Motor Lodge 07 838 1010	Aspen Manor Motel 07 856 9029
10	Anglesea Motel 07 834 0010	Astra Motor Lodge 07 282 0015
	Distinction Hotel 07 849 0860	Asure Barclay Motel 07 838 2475
	Quality Inn Hotel 07 839 5111	Ballinor Motor Inn 07 838 2424
	Abbots Hamilton Hotel 07 838 3299	Barclay Motel 07 838 2475
	Distinction Hamilton Hotel & Conference Centre 07 849 0860	Beetham Park Motel 07 838 9323
	Hamilton Airport Hotel & Conference Centre 07 843 8412	BK's Settlers Motor Lodge 07 839 3060
	Hamilton VR Hamilton 07 839 1994	Boundary Court Motor Inn 07 855 9082
	IBIS Hamilton 07 859 9200	Brooklyn Motor Lodge 07 855 0774
	Novotel Hotel 07 838 1366	Cedar Lodge 07 839 5569
	Days Hotel & Suites (formerly Sudima Hamilton) 07 839 4993	Classic Motel 07 849 6588
	Ventura Inn and Suites 07 838 0110	Claudelands Motel 07 855 2044
		Colonial City Motel 07 838 2479



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Gardena Motel
07 838 1769

Grosvenor Motor Inn
07 838 3399

Hygate Motor Lodge
07 839 3277

Lake Point Motel
07 839 5553

Manhattan Lodge
07 856 3785

Motel Six
07 838 2854

Quantum Lodge
07 850 5801

Quest Hamilton
07 834 1440

Quest on Ward
07 839 1676

Sails Motor Inn
07 838 2733

Stadium Motel
07 839 0555

The Narrows Landing
07 858 4001

Tudor Lodge Motel
07 838 2244

Ulster Lodge
07 839 0374

Uni Motel
07 856 4178

EXTRAS

ood

1 Nawton Shopping Centre
Dominos Pizza
Countdown
Noodle Canteen
Nawton Bakery
Nawton Takeaways

2 JB Superette / Dairy

3 New Double Happy
Takeaways / Dairy

4 Avalon Drive Shops
Avalon Dairy
Happy Takeaways

5 Avalon Drive Shops
Golden Pie Bakery & Cafe
Camel Kebabs
Avalon Indian Takeaways
Avalon Pizza

6 Dinsdale Shopping Centre
Pizza Hut
Countdown
TDO Bar
New Dehli Indian

7 HELL Pizza

8 Dominos Pizza

9 Countdown

10 Pak n Save

11 KFC

12 Burger King

13 Burger Fuel

14 Subway

15 McDonalds

ther

1 Avalon Medical

2 Mobil Petrol Station

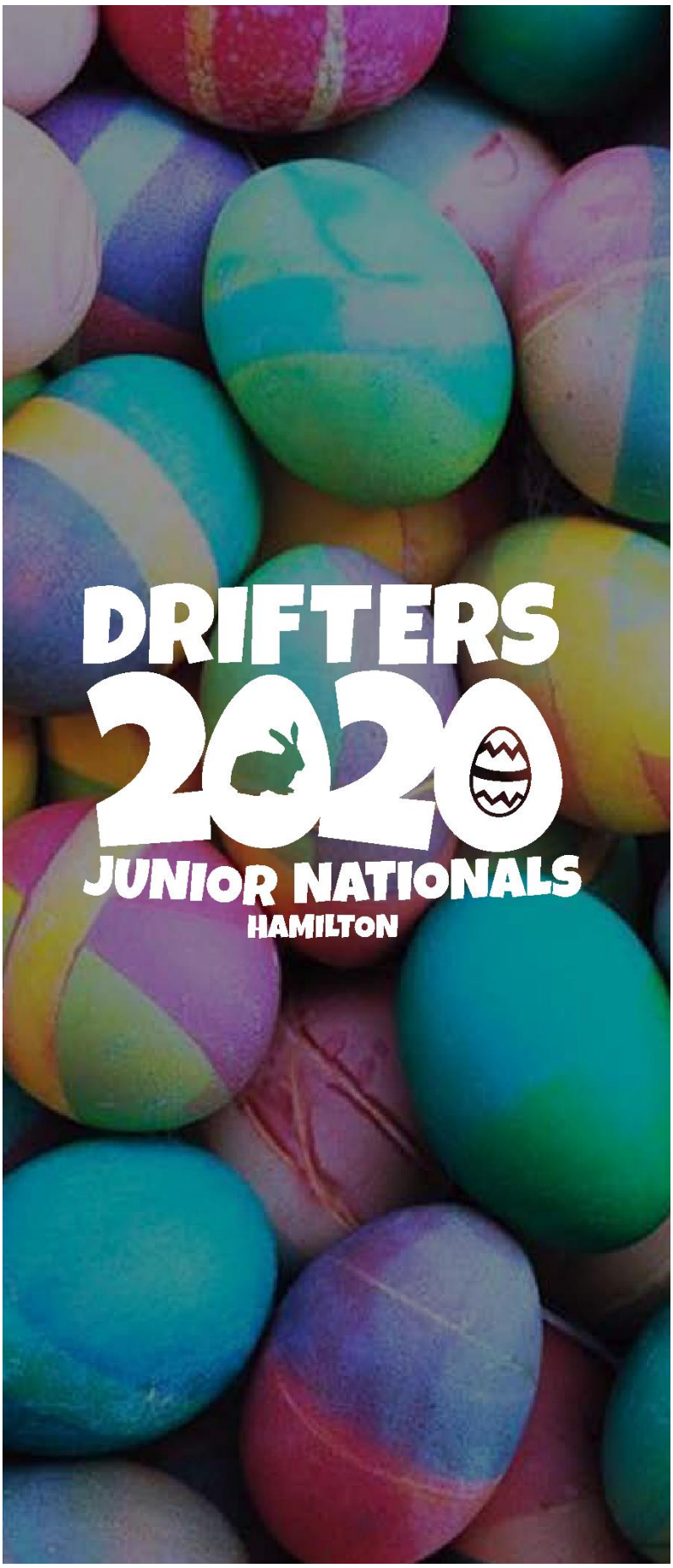
3 Z Petrol Station

4 BP Petrol Station

5 $2 Shop

6 G.A.S. Petrol Station

7 Jukebox Cafe &
Classic Car Museum



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2020 NZ Amateur Junior Rock 'n' Roll National Championships

Hosted by Drifters Rock 'n' Roll Club
Potential Sponsorship Benefits

DRIFTERS 2020 JUNIOR NATIONALS
HAMILTON - EASTER WEEKEND

SPONSORSHIP OPTIONS

A combination of the following options could be offered to Hamilton City Council:

- Hamilton City Council/Visit Hamilton Flags/Pull Up Banner(s) placed near the entrance to the venue
- Hamilton City Council/Visit Hamilton Flags/Pull Up Banner(s) placed alongside the Main stage for the duration of the event
- Hamilton City Council/Visit Hamilton banner hung as a back drop behind the main stage for duration of the event
- Link to Hamilton City visithamilton.co.nz/whats-on website on our Facebook Page and potentially linked to the National Championships page on the Association Website Hamilton City Council being acknowledged as an Event Sponsor on the Event Programme.
- Hamilton City Council being given verbal acknowledgement by MC during the event.
- Hamilton City Council and specifically the Event Sponsorship Fund being acknowledged in any news articles

Drifters
www.drifters.org.nz

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2020 NZ Amateur Junior Rock 'n' Roll National Championships

Hosted by Drifters Rock 'n' Roll Club
Draft Budget

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Drifters 2020 Junior Nationals Draft Budget - Summary Level - Income and Expenditure Estimates					
INCOME					
Ticket sales	Early Bird @ $85, General $95, Door Sales $20 per session			$37,200.00	
Merchandise Sales		Badges,DVD Sales (on behalf of third party)		$4,475.00	
Raffle Proceeds	promo			$200.00	
TOTAL ESTIMATED INCOME					**$41,875.00**
EXPENDITURE					
Promo	Programme/Badges/Ticket Printing/Printing General			$6,225.00	
Transport	Rental Vehicles/Fuel			$1,100.00	
Administration	Bank Charges/Postage/Stationery/NZARRA Levy per Ticket			$4,750.00	
Venue	Venue Hire, Floor coverings/Tables/Chairs/Staging				
	Scaffolding,Back Drop, Rubbish Removal			$14,950.00	
	Security,First Aid On Site,Committee/Helper T Shirts				
Catering	Judges/Executive			$500.00	
DVD Production	Production and Overhead Fee			$4,250.00	
Officials	DJ		Cost is for 1 - possibly 2	$1,000.00	
Miscellaneous/Contingency				$1,000.00	
TOTAL ESTIMATED EXPENSES					**$33,775.00**
TOTAL FORECAST SURPLUS					**$8,100.00**

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Drifters 2020 Jnr Nationals income and expenditure estimates - FULL							
	Income				Original		Revised
					Budget		Budget
	Ticket sales						
		all	Early Bird		$23,800.00		80 Competitors/200 Spectators
			At Venue		$11,400.00		20 Competitors/100 Spectators
		all	Door		$2,000.00	$37,200.00	
	Merchandise Sales						
		promo	Badges	15	$225.00		
		promo	Video sales		$4,250.00	$4,475.00	
	Raffle net	promo				$200.00	
	Other Income		Grant/Sponsorship			$0.00	
	TOTAL ESTIMATED INCOME					**$41,875.00**	
	Expenditure						
	Promo						
		chair/promo	Programme cost	200	$2,000.00		
		promo	Badges	115	$1,725.00		
		Financial	Ticket Printing		$2,000.00		
		promo	Printing general		$500.00	$6,225.00	
	Transport						
		nzarra	Rental vehicles		$1,000.00		
		nzarra	Fuel		$100.00	$1,100.00	
	Administration						
		financial	Bank Charges		$50.00		
		financial	Postage stationary		$300.00		
		financial	NZARRA levy		$4,400.00	$4,750.00	

	Venue						
		Venue	Venue Hire		$6,000.00		
		venue	Floor coverings		$1,000.00		
		venue	Tables Chairs		$1,250.00		
		venue	Staging / scaffolding		$1,500.00		
		venue/ promo	Back drop costs		$1,500.00		
		venue/prom o	Decorating		$500.00		
		venue	Rubbish removal		$500.00		
		venue	Security		$1,000.00		
		venue	First Aid On Site		$1,100.00		
		venue	Commitee/Helper TShirts		$600.00	$14,950.00	
	Catering						
		nzarra	Judges etc			$500.00	
	Video Production						
		chair	Video Production		$3,250.00		
		chair	Video Overhead fee		$1,000.00	$4,250.00	
	Officials						
		chair	DJ x1			$1,000.00	
	Miscellaneous						
		all	Miscellaneous (Contingency)			$1,000.00	
	TOTAL EXPECTED EXPENDITUR E					$33,775.00	
	TOTAL FORECAST SURPLUS					$8,100.00	

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Variables						
Competitor Numbers		100				
Spectator Numbers		300				
Door sales (session seats)		100				
NZARRA levy	$5.50	$4,400.00				
			EB	At Venue		
Ticket price	Early Bird	$85.00	80	20		
	General	$95.00	200	100		
Door sales session price		$20.00				
Badge Price	115	$15.00	15 General Sales and 100 Competitors			
Programe price	200	$10.00				
Chair hire charge		$1.50				
Table hire charge		$10.00				
Ticket / lanyard		5				
Video Quantity sold		50				
Video cost price		$65.00				
Video sale price		$85.00				
Commitee/Helper T Shirts	Unit Price	$20.00				

2019/20 Event Sponsorship Scorecard

Application Summary			
Event Name and Date	Boon Street Art Festival 13-15 March 2020	**Applicant/Organisation**	Hamilton Arts Trust
Event Venue	Across Hamilton CBD and Claudelands (tbc)	**Event Type**	Arts
Event Overview	Hamilton's annual Street Art Festival across 3 days in March. The event's mission is about Placemaking; putting art into public places to create a sense of place and to make art part of the everyday experience. The vision is art everywhere, everyday. During the festival, public are encouraged to use the maps (available in hard copy and online including but not limited to via facebook, Instagram, the boonstreetart.co.nz website, and Hamilton & Waikato Tourism websites) to walk between the sites, watch the art work evolve, and meet the artists. The 2020 festival is likely to focus 5 walls in the CBD and 5 walls in a suburb – at this stage being considered is Claudelands.		
Target Market	All potential audience for event – Hamilton residents and out of town residents likely to come for the weekend – Waikato Region, Tauranga, Auckland. In particular – youth. Art lovers. Hamilton residents		
Event Objectives	1. Vision: Art everywhere, everyday 2. Purpose: Bringing the streets of Hamilton alive with art		
Attendance	Participants, spectators and trade 5,030 – from Hamilton 206– from outside Hamilton 1 – overseas	**Anticipated Bed Nights**	Limited to 48 bed nights
External Funding	Event is seeking support from other external funders – Creative Communities, Trust Waikato, WEL Energy Trust and Grassroots Trust ($19k unconfirmed). The event is also supported by in kind sponsors and corporate sponsors including $1k confirmed from HCBA ($63k unconfirmed).		
Previous Council Support	This event was declined for funding in 2018 (for the 2019 event) due to the event already receiving support ($7k) from Council's community event fund.		
Past Event Performance	2015, 2017, 2018 and 2019 the Boon Street Art Festival was all run by an operational committee team and is now governed by an active and effective board of trustees. All 4 festivals have been successful in terms of financial and exposure, providing significant media coverage for the event and a legacy for Hamilton For the 2017 festival the location of the festival between the CBD and Hamilton East and in 2018 the CBD and Frankton. For 2019 the event focused on the very centre of Hamilton to contribute to the activation and revitalisation of Garden Place and connect from Ward Street/Centre Place, through Civic Square, Garden Place and down to Victoria Street and VOTR. The feedback from the suburbs has been extremely positive, as evidenced by the extensive feedback received. There is a sense of community pride created by the works that was particularly evident in Garden Place 2019.		
Sponsorship Benefits to Council	• Council being acknowledged as "Major Supporter" due to Platinum Sponsorship position • Council logo appearing on all printed promotional material - 1000 fliers/maps (all year		

	round), 200 posters A2 and A3, designed specifically for the festival • Council logo appearing on all digital promotional material - high quality video made of the festival (HCC would have logo screen as one of the major supporters), specific social media acknowledgement post, website presence all year round. • Councillors and guests being invited to our VIP launch event (12 March) which includes the artists. • Council supporting a public community and arts project that aligns with current city revitalisation plans • Agreed licence use of the major temporary public artworks for HCC promotion of the city • Council support acknowledged through venue signage, news and press/media releases, verbal presentations and public announcements, logo placement on all documents and advertisements and social media posts relating to the event
Sponsorship Requested	$35,000

Management assessment against criteria	**Score (5)**
Fit to Hamilton City vision and profile	4
City exposure benefits	3
Generation of overnight visitation to city	1
Generation of incremental income to city businesses	2
Number of anticipated participants	1
Utilisation of city assets	4
Total	**15 / 30**

Management Recommendation

DECLINE

This is an excellent event with proven performance. However, it's delivery against the major event sponsorship fund criteria is limited. Referred to the Community Event Funding round.



BUSINESS PLAN

Organisational structure

Hamilton Arts Trust | Governance

Our Purpose: Bringing the streets of Hamilton alive with art

Our Vision: Art everywhere, everyday

Hamilton Arts Trust is a charitable trust with charitable status and was previously registered as **Draw Inc Charitable Trust** until 2019. Between 2018 and 2019 the board went through some drastic changes and a new name to stand behind was deemed necessary.

Hamilton Arts Trust AKA HAT is the governing body for the Boon Street Art Festival. Its board members include;

Paul Bradley (Chair)
Charlotte Isaac (Treasurer)
Craig McClure (Secretary)

Nancy Caiger
William Durning
Iain White

Boon Operational Committee | Management

Boon Street Art Festival to date has been organised by an operational committee that includes huge volunteer hours.
Out team include

Paul Bradley (visual artist, performer, Creative Development at Creative Waikato)
Charlotte Isaac (lawyer, arts advocate)
Craig McClure (Curator, visual artist, Creative Development at Creative Waikato)
Philip Guthrie (HCC)
Virginie Maene(HCC)
Joanna Van Walraven (HCC)
Kai Cuff (Digital Marketing Strategist)
Vanessa Williams (General Manager, HCBA)
Several volunteers for the festival.

In 2017, 2018 and 2019 festivals Creative Waikato was a major supporter which allocated in-kind support in the form of staff. As Boon grew so did the support however Creative Waikato is no longer in a position to support the festival in this way. This is one of our challenges for 2020.

Boon in a nutshell:

In 2014 we realised that other major centres in New Zealand had a thriving street art scene, but Hamilton did not. We then set about to create the festival, with the intention of exposing Hamilton to great art, but with a wider purpose of impacting our citizens with access to art everyday. We know art is good for us and art in the public space is the best place for it. We are passionate about our city we live in and power of the arts for our well being.

Leading international expert, Environmental Planning - University of Waikato, NZ, Professor Iain White, presented to the Property Council on how to attract people to a city. One key factor identified by him was Amenity.

*"**AMENITY**: cluster in amenity-rich places (place, arts, culture)*
- *Invest in cultural capital to create cluster effect: Foster arts and creativity, theatre, events, activation, etc. Helps drive more jobs in music, arts, writing, design, media, and entertainment.*
- *More quality of design, quality of life, quality of place focus*
- *Amplify authentic Community-led Place Messaging. Eg LoveTheTron + positive press about amenity/arts/culture/design"*

The lasting impact of the Boon festival goes a long way to fulfil this amenity criteria.

We see the value in art, as Dr Jeremy Mayall described in his recent presentation to the Community Trusts on The Importance of Art:

"The arts are a vital aspect of the lives of individuals and their communities. Arts and culture can illuminate our inner lives and enrich our emotional world. The arts help us to define and express ourselves, as well as engage with each other in our communities. They are powerful levers for promoting positive change".

The Boon Street Art Festival is a relatively small festival, which has a huge impact on our city, the way it perceives itself, and the way others perceive it.

Key Challenges in 2019/2020:

Boon does not exist to make a profit. It generates the income needed to operate the festival each year. However, in order to maintain the success of Boon it is clear that there are two significant changes to make:

1. We will need to adequately compensate the artists for their work. Whilst this cannot be a market rate, our aspiration is to be able to pay each artist between $1000 and $3,000 each (depending on scale and experience)
2. We cannot continue to organise and run the festival without creating paid roles. The is vital to the sustainability of the organisation. We need to employ a festival director primarily and also must budget for administration, event management and some general assistance.
3. Hamilton Buskers Festival 2019 was generated to be inline with the festival. It was supported by HCBA and Creative Waikato. Hamilton Arts Trust is in discussion with HCBA and Creative Waikato to secure this project to be included as part of the Boon Street Art Festival.

SWOT

Strengths	Weaknesses
Great reputation	Volunteer burnout
Clear goals and strategy	Artist burnout
Strong team	Funding
Networks and Contacts	
Smooth operations	
Great media presence	

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Opportunities	Threats
New funding partnerships	Funding availability
Bring high quality international artists to Hamilton	Artist availability
New marketing opportunities - eg the map is developed into a comprehensive tourist experience	Wall availability
Integration with Hamilton App	Weather plan
New recruit/new energy to the organising team	

Project Plan

Finance July to September 2019 approach and set agreements with all sponsors Funders presented to pre application; July - August 2019 HCC - May 31 Trust Waikato - Wel Energy August or October CNZ - September Grassroots - monthly	Sponsors - Fosters - Craigs Investment Partners - Resene - Gordon Harris - Wintec - HCBA - Novotel - Ventura - Gravitas - Studio 386 - Creative Waikato - Craft - Total Access Funders - HCC major event grant - Trust Waikato - WEL Energy Trust - Creative New Zealand - Grassroots Trust New opportunities - Once walls are identified - approach wall owners and surrounding businesses for financial support
Locate and secure walls September - November	Site visit and determine locations. Approach wall owners

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Secure artists September - November 2019	Shortlist and contact artists
Work plan for each wall: November 2019 - February 2020	Artist design Paint needs Health and safety plan Liaise Owner/tenants/neighbours Sire prep required Access equipment needed
Accommodation for Artists February 2020	Book Novotel and Ventura
Travel for Artists February 2020	Air New Zealand, shuttles, petrol allowance
Exhibition coordination November 2019 - March 2020	Contract Curator/event manager Secure venue Liaison with artist and agreement Delivery arranged of artworks Hirage of equipment: Walls Lighting Bar leaners Eftpos Catalogue Labels Packaging for art - bubble wrap, paper, tape
Launch event February 2019 - March 2020	Invitations - graphic design, printing Invite list collated Catering DJ/entertainment Sound equipment

Volunteer management November 2019 - March 2020	Enlist Volunteers Collate volunteers assign roles H&S briefing and site visits
Marketing (separate plan)	
Post event March 2020 - April 2020	Funding Reporting Tagbusters - graffiti guard Sponsorship thank yous Debrief

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Boon 2020 Budget				
EXPENDITURE		**INCLUDES GST**		
	Units	**Budget**		**Notes**
PERSONNEL COSTS	Projected from Boon 2019			
Per Diems for artists	Fee(s)	15000		
Travel costs		4800		Domestic Flights, petrol + 1 international flight
Entertainment		3500		
Accommodation		3500		Ventura and Novotel
Festival Director	based on 0.5 contract	35000		
Volunteer Gift		500		
		62,300		
PUBLICITY	Projected from Boon 2019			
Filming and Photography		5405		One Man Crew
Posters	Estimate	216.5		
Flyers	Estimate	345		
T-shirts	100 screenprint	1800		
Graphic Designer	Estimate	2480		Mardo El Noor
Web / E-marketing	Estimate	300		Facebook boosts
Sponsorship recognition		800		
Total publicity		**11,346.5**		
TECHNICAL	Projected from Boon 2019			
Paint	Estimate	10000		Resene
Spray paint	Estimate	4380		
water blasting/wall prep		2280		
extra equipment		1800		Rollers | trays | brushes
Access Equipment	Estimate	8300		
sunscreen and water		180		
Total equipment		**26,940**		
EXHIBITION COSTS				
Walls (Exhibition/Carlton Party hire)		1000		
Lighting		1690		
Opening night costs - DJ and equipment		1200		
EFTPOS		150		
Drinks and Catering		550		
Install hardware		220		nails, screws brackets etc
Curator		2500		
Exhibition sitter		680		
Total exhibition		**7,990**		
ADMINISTRATION COSTS				
Insurance		1484		
Contingency	10%	10000		
Bank fees		50		
Total Admin		**11,534**		
Total		**$120,110.00**		
INCOME				
	Units	**Budget**		**Notes**
GRANTS AND FUNDING				
Creative Communities		5000	UNCONFIRMED	
Trust Waikato		2000	UNCONFIRMED	
Wel		10000	UNCONFIRMED	
Hamilton City Council		35000	UNCONFIRMED	
Grassroots		2000	UNCONFIRMED	
Total Funding		**54,000**		
IN-KIND SPONSORS				
Gravitas		500	UNCONFIRMED	
CRAFT		2000	CONFIRMED	
Resene		10000	UNCONFIRMED	
Brewaucracy		1000	UNCONFIRMED	
Total Access		1600	UNCONFIRMED	
Donations		500	UNCONFIRMED	
Gordon Harris		760	CONFIRMED	
Total In-kind		**16,360**		
CORPORATE SPONSORS				
Craigs Investments		10000	UNCONFIRMED	
Fosters		25000	UNCONFIRMED	
Becca		10000	UNCONFIRMED	
HCBA		1000	CONFIRMED	
Wintec		2000	UNCONFIRMED	
Total sponsorship		**48,000**		
OTHER				
T-shirt income		750		
Commision on sales		1000		
Total other		**1,750**		
Total		**$120,110.00**		
Surplus/deficit		**$0.00**		



Sponsorship Proposal

Thank you for the opportunity to apply to Hamilton City Council's Major Event Sponsorship. We so appreciate this mutually beneficial partnership. The following gives some background to the festival, as well as where we see opportunities for collaboration.

Our vision

Art everywhere, everyday

Our purpose

Bringing the streets of Hamilton alive with art

Background

Boon first took place in November 2015 and has continued in March 2017, 2018 and 2019 as one of Hamilton Cities most anticipated art events. We began Boon as a response to some of the issues facing our CBD and because we love street art. Street art has the power to transform public space. We want people to fall in love with Hamilton, to come to the city because it's a creative and exciting place to be. We set out to build local pride, increase the numbers of visitors to our city, and make our public spaces busier and safer. With four festivals and 43 murals under our belts, we feel we are well on our way.

Our Team

The Boon team is a collection of Hamiltonians who all share a love of Hamilton and street art. We are; ***Charlotte Isaac****, lawyer, actor;* ***Paul Bradley****, Creative Development at Creative Waikato, artist, street artist;* ***Craig McClure****, Creative Development at Creative Waikato, artist, curator;* ***Phillip Guthrie****, HCC Corporate Secretary – Governance;* ***Kai Cuff****, event organiser, digital marketer, entrepreneur;* ***Vanessa Williams****, General Manager, Hamilton Central Business Association. Our governance team includes Nancy Caiger, William Durning, and Iain White.*

We also partner with organisations such as Creative Waikato, Zeal and Wintec for volunteer support and youth mentorships during the festivals.

The Opportunity

Boon has a great profile as a festival bringing positive change to Hamilton City. We know from our events and online engagement that we have broad appeal across ages and cultures. We are known as a group who just get on with making good things happen. The response from the last four festivals is that people absolutely love what we are doing for Hamilton and are excited by the change. We're also loving some of the response we didn't anticipate – school trips and projects, a high school fashion show based on the artworks, new street events aligning with the Boon time table and mini documentaries by some Wintec students.

We currently operate with community funding, sponsorship and in-kind support from local businesses.

For the sustainability of Boon and for future growth, we would welcome a sponsorship arrangement. Many of the things we would like to do to support the festival and development of street art in Hamilton would also bring benefits to our sponsors. We've outlined some of these below.

Launch event exhibition

The Boon Festival will include an exhibition launch event on Thursday March 12th. This event will launch the festival, and be the opening of the exhibition that will run concurrently to the festival and the walls being painted. As one of our PLATINUM sponsors, you will be among our distinguished guests at this event. We will recognise you verbally and visually through banners or similar. You may invite staff and clients to this event – we can discuss how many people you would like to bring.

The exhibition will feature the work of previous Boon artists as well as this years artists. The VIP launch will be in **TBC** from **TBC** where you and your audience can have exclusive access to the artworks and to meet the artists.

Website

Boon has an updated website, showcasing Hamilton street art with maps and images of each artwork, artist profiles for all artists to date as well as information about the wall they painted, and our videos. As a PLATINUM sponsor, your logo would have special prominence on the site.

Fliers/maps

For the last 4 festivals, we have produced a flier to advertise the upcoming event with a map of sites on the back. We give out thousands of these leading up to and during the festival, and they become the guide that people take with them as they visit the sites where artists are painting. They have also served as a useful map over the following year to help people find Hamilton street art. The fliers always feature the sponsor's logos with the PLATINUM sponsor's logo more prominent than the GOLD or SILVER. (BRONZE not on maps)

Digital Map

As a new initiative, we have developed a digital map to show all of Hamilton's street art. This will include all walls painted to date as well as other mural artworks that have been painted outside of Boon. This map will be on the website and we have plans to develop a main, year round map showing all boon murals and other local public art. This will provide year round exposure for your brand which will feature prominently.

Video

Video has become the most important media for online use, particularly on social media. Boon is perfect for video storytelling and we want to make the most of this. The video we produced in 2018 had 6,200+ views, in 2019 our audience reach grew to **32,000+** views. We expect the number of views we receive for future videos to climb even higher than our existing video. With your brand as one of our sponsors we would conclude the video by having your logo appear at the end, on a screen for PLATINUM sponsors only, before showing the GOLD and SILVER logos.

Posters

We always produce posters leading up to each event as advertising. This is a way of announcing dates and artists. This is also a great way to recognise sponsors with posters distributed throughout the Hamilton CBD, Hamilton East, and Frankton. Again, the major sponsor's logo would be given special prominence.

Social Media

We have around 2,180+ followers on Facebook and 1,300+ followers on Instagram. These numbers are growing steadily, and our engagement is very high. We have recently appointed social media managers to help us grow the number of followers we have. Given the enthusiasm for Boon, we see the potential for these numbers to grow dramatically. We are looking to set up on Twitter and Snapchat also. We would use social media to grow the profile of the festival, share images and video, and to make special mention of you as a PLATINUM sponsor.

News Media

Boon has attracted coverage on Radio New Zealand, The Herald, The Waikato Times, The Waikato Independant, and stuff.co.nz. While news media don't usually share sponsor information in their articles, we would make a point of mentioning our PLATINUM sponsors in live interviews, and media coverage does draw people to our social media as well as bringing people to our website.

Looking forward

For future events, we'd like to invest in bringing more international artists to Hamilton. This will further raise the profile of Hamilton, and start to secure our place as a street art destination. We will stay committed to providing opportunities for local artists too.

We are also working towards some significantly bigger projects. In 2018 will saw a wall painted that is he largest mural in the country, with amazing public profile. We have also been able to influence the inclusion of Toi Māori in Garden Place and the transformation of the city library. In the future we are interested in taking on more projects like the Anglesea/Wintec wall, and the south facing wall of the Farmers building. The transformational potential is huge, as is the exposure for Boon and our sponsors.

We are also starting to move into different neighbourhoods. For the 2017 event we painted 2 walls in Hamilton East, and in 2018 we painted a number of walls in Frankton. We are looking to include areas such as Claudelands in future projects.

Financial Investment

We would like to offer a PLATINUM sponsor position to **Hamilton City** for the **2020** festival for **$35,000**. This will give you exposure as outlined above and align your brand with a significant Hamilton event with an excellent and positive public profile.

Summary of Sponsorship Opportunity:

- Physical presence at Festival or tailored experience
- Prominent logo on year round map
- A prominent logo on mural sites
- A prominent logo on all printed materials including fliers and posters
- Acknowledgement in all media releases
- Prominent logo on printed and digital map
- Prominent logo on our website
- Prominent logo on video
- Personalised recognition and acknowledgment on social media
- Verbal acknowledgment and banner placement at festival launch and exhibition event.
- VIP access to you and clients for launch party
- Customised coffee table book - outcome of the festival
- Value $35,000

We would be happy to explore tailoring sponsorship to suit your needs. We'd be happy to talk more about this opportunity for collaboration and we welcome any ideas from you for discussion.

Best regards,

Craig McClure

hamiltonartstrust@gmail.com
027 212 4071
www.boonstreetart.co.nz



Marketing Plan

TARGET MARKET

All potential audience for event - Hamilton residents and out of town residents likely to come for the weekend - Waikato Region, Tauranga, Auckland.

In particular - youth. Art lovers. Hamilton residents

MARKETING STRATEGY

Maintain significant social media presence in lead up to and during event.

Ensure local and national media coverage in lead up to event and following

Continue to keep the Boon presence alive during festivals with strategic social media updates. Including teaser videos each day showing highlights of the day before.

Social media - facebook, Instagram
In lead up - bio artists (10+ posts)
Launch site map
Promote launch event
Promote festival event

During event - maintain constant updates of walls in progress
- Share all media coverage
- highlight videos of festival each day
- works in progress phots released each day
- sponsor recognition thorough signage onsite and media posts

Media releases - leading up to and during the event
- Release of list of artists, profiles
- Launch site Map
- Importance of event for City
- RNZ interview
- Stuff Article - reaches Herald also

Merchandise - t-shirts

Flyer and poster - hard copies of maps included

Online maps linked to as many tourism outlets and online sites as possible including Hamilton & Waikato Tourism

Free FM and National Radio interviews

CREDENTIALS

For previous festivals the Boon team has developed:

- a facebook page following of 1,754 with high engagement. (Please visit and read the comments!)
- a website - boonstreetart.co.nz - which includes the map and detail of all of the previous art, as well as the current festival.
- The above sites also feature the videos for the festival.
- Instagram page with 1,013 followers
- Also a facebook event page will be developed for the event itself, last years event generated 1,200 interested parties, 64 shares, and the launch event generated 229 interested parties, with 20 shares.
- Merchandise - t-shirt
- Flyer design and print
- Poster design and print
- Media releases
- Listed on relevant events listing

The team has the credentials to continue to market the event. Please see attached some of the print media coverage.

RNZ 2019 - https://www.rnz.co.nz/national/programmes/standing-room-only/audio/2018686947/street-art-in-hamilton

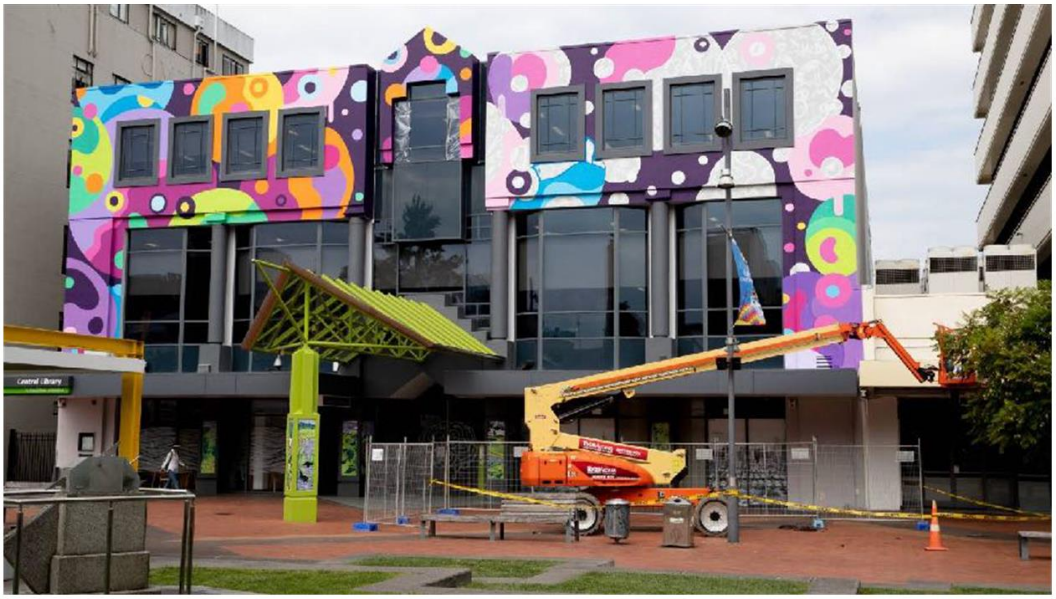
RNZ 21015 - https://www.rnz.co.nz/national/programmes/afternoons/audio/201776399/boon-festival,-hamilton

Stuff 2019 (attached) - https://www.stuff.co.nz/entertainment/arts/111065057/hamiltons-boon-street-art-festival-brings-mystery-murals-to-library-council-building-city-wall

Stuff 2018 (attached) - https://www.stuff.co.nz/entertainment/arts/101913170/artists-ready-to-hit-the-wall-for-boon-hamilton-street-art-festival?rm=a

Finding the centre of graffiti at the Boon Hamilton Street Art Festival

Mike Mather
15:38, Mar 17 2019



TOM LEE/STUFF
The Hamilton Central Library is getting a dynamic makeover courtesy of street artist Christie Wright.

It may have been a weekend of mind-numbing tragedy for most, but the for the artists involved in this year's Boon Hamilton Street Art Festival the goal - successfully achieved - was all about putting a smile back on people's faces.

Attachment 2

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The centre of the city became a focal point for all kinds of artistic creativity on Saturday, as well as a gathering point for those all to glad to have something to take their minds off the previous day's massacre in Christchurch.

And there was plenty to take their minds off what was burdening them: As well as the street art festival, Garden Place played host to a day-long Hamilton Buskers Festival that featured numerous musical acts performing, while nearby street artists and other artistic types entertained the masses in miscellaneous other ways.



TOM LEE/STUFF

Iain Spanhake, the street artist known as Enox, was assisted by his wife Hannah (pictured), mother-in-law Susan Brebner, and fellow artist Kaknika Som Ek.

Just around the corner in Worley Place, Waipu artist Melinda Butt was giving a wall on the exterior of the Centre

Place shopping mall a literally eye-catching makeover - her design featuring a large eye peering out on passers-by.

"I'm a big fan of joy," she said. "I want all my work to incite joy and imagination.

"I'm very passionate about mental health. Sometimes a burst of colour will lift your spirits. Every colour has its own vibration and it can impact you really positively if you are open to it."



TOM LEE/STUFF

Tien Hee, the street artist known as T Wei, is creating a Waikato River-inspired work that will overlook the communal gathering space known as Victoria on the River.

As to any meaning or message that could be transcribed to her artwork, Butt said that would be up to whoever was viewing it.

"Every work I create is about fitting the environment. It's always site-specific. And it is quite architectural."

"I'm totally into creating an emotional response. Feel free to put your own interpretation into it."



TOM LEE/STUFF

Melinda Butt says her art is all about creating an emotional response in the beholder.

In nearby Anglesea St, artists Ka-Lani Ianusi and Enox were transforming a pair of drab frontages.

For Enox - known to his mum and dad as Iain Spanhake - his creation was his first attempt at street art.



It was going quite well, he said.

TOM LEE/STUFF

Iain Spanhake, the street artist known as Enox, is creating his first street art work on the outside wall of the Centre Place shopping mall in Anglesea St.

"I'm a graphic designer and I have always been a big fan of street art. I have moved from pencil to creating pieces on my iPad, and I have developed quite a following on Instagram.

"Boon saw my stuff and approached me and asked if I wanted to do a wall and I said 'Sure, why not'. I have always loved muralists so taking part in a festival like this and seeing all the the other guys doing what they do is just fantastic.

"I was going to create this work using pastel colours, but I decided to go for some super vibrant colours instead. People are loving it so far. I'm getting some really good feedback."

Attachment 2

Item 10



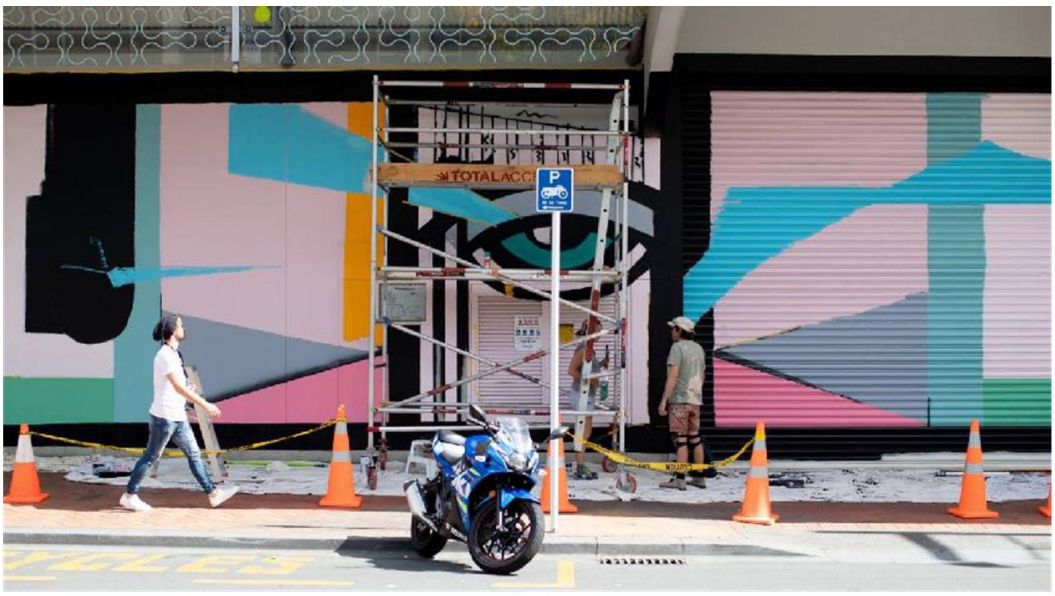
TOM LEE/STUFF

These three music lovers bagsed themselves a prime spot to enjoy the Hamilton Buskers Festival in Garden Place.

In the Victoria on the River gathering space Tien Hee - who goes by the artist name of T Wei - was busy painting a stylised depiction of the Waikato River.

"I wanted to reflect the river, the eels and how important it all is. The fisherman, his head is a bucket that is holding the eels. It's a very playful reflection of its surroundings ... You could describe my style as pop surrealism."

The Wellington-based artist had taken part in numerous other street art festivals, but this was his first time taking part in the Hamilton event - "and hopefully not my last".



TOM LEE/STUFF

Waipu-based artist Melinda Butt is creating an eye-catching design on a wall in Worley Street.

Two of the most prominent new murals are the transformation of the Hamilton Central Library by Christie Wright, and Daniel Ormsby and Jeremy Shirley's dramatic makeover of the Hamilton City Council chambers.

Some of the forms of artistic expression were not quite as permanent. In Garden Place, Courteney Mayall was providing the trees with some snazzy woollen clothes to shelter them during the winter months.

"This is the first time I have yarn bombed," she laughed. "Some of these pieces I have pre-made and stitched together, but a lot of this has been done today. Some of the balls hanging from the tree were done before I came down here too."

Attachment 2

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TOM LEE/STUFF

Yarn bomber Courteney Mayall has a lot of love for the tree that is now resplendent in the results of her handiwork.

Like the muralists, her work had proved to be a good head-turner and conversation-starter.



"It's a warm coat for the tree. I hope it gets to stay up for a while."



TOM LEE/STUFF

The Boon Hamilton Street Art Festival is turning heads in the central city. This artwork is created by the street artist known as Enox.

TOM LEE/STUFF

Puppet master Isabella Jackson keeps firm control of her marionette sister Gabby. The pair from the Free Lunch Street Theatre Company entertained the crowds in Garden Place during the Hamilton Buskers Festival on Saturday..

Attachment 2

Item 10

Artists ready to hit the wall for Boon Hamilton Street Art Festival

Mike Mather
11:18, Mar 05 2018

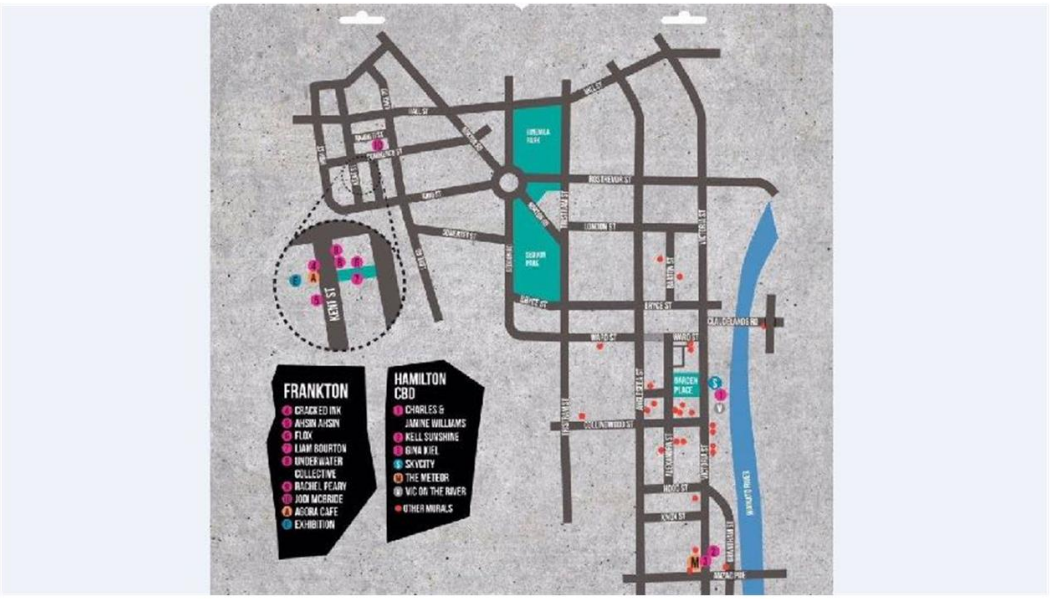


MARK TAYLOR STUFF NZ

Boon Hamilton Street Art Festival organisers Charlotte Isaac and Phillip Guthrie are looking forward to this year's event, which will transform walls around the central city and in Frankton from Thursday, March 8 until Sunday, March 11.

Hamilton has a reputation for blandness, but it is a reputation that is slowly being colourfully obliterated, one wall at a time.

The pace will increase to several walls at one time from Thursday until Sunday, when the third Boon Hamilton Street Art Festival is held.



SUPPLIED

Walls in Frankton and Hamilton's central business district will get a new look after this coming weekend.

The now-annual was founded by artist Paul Bradley - aka Paul Be - and Hamilton arts' advocate,Charlotte Isaac, both of whom wanted to see more art around their city.



And Hamilton certainly had plenty of blank walls to enliven.

That first festival, in November 2015, featured 11 artists tackling 10 walls. The pace has remained roughly the same at each festival since then.

CHRIS HARROWELL/STUFF

Janine Williams and Charles Williams have been working together as artists for about three years.

This year seven walls in Frankton's business precinct and three in the central city will be receiving the Boon treatment. The largest surface - 39 metres wide and 15m high - overlooks the new Victoria on the River park and will be Hamilton's largest ever artwork.

Visitors to the park will be able to watch the wall as it is painted by the internationally-renowned, Auckland-based duo Charles and Janine Williams.

"It's a massive canvas. Absolutely huge. It's already being prepped," organiser Phillip Guthrie said.



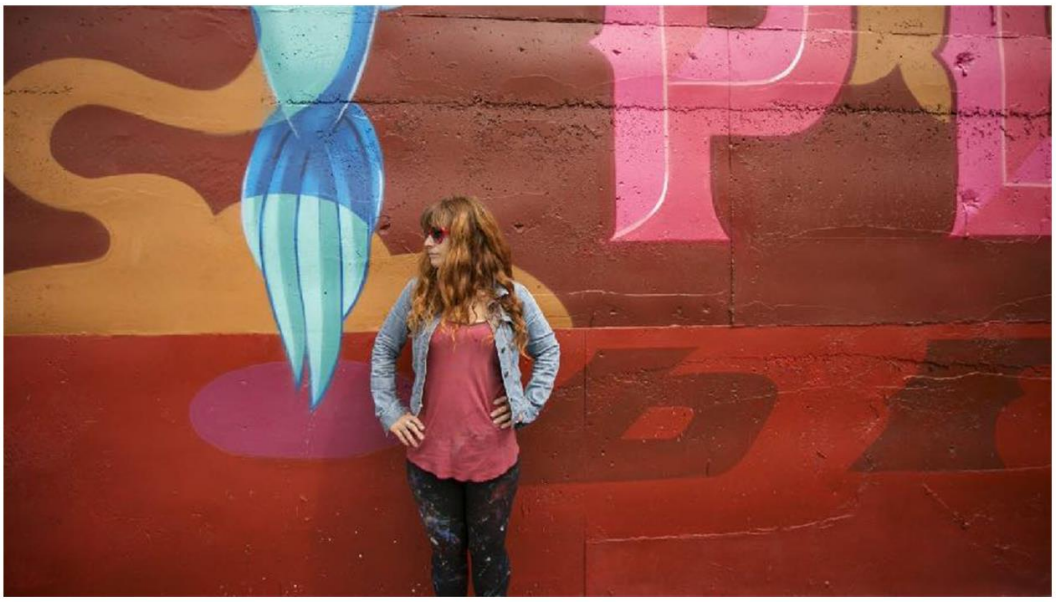
SUPPLIED

Gina Kiel, another of the street artists contributing to the Boon Hamilton Street Art Festival.

"There are so many good artists participating this year. there is going to be a high concentration of talent in the one place - it's fantastic."

Hamilton-based artists at this year's festival include Ahsin Ahsin, Jodi McBride, the Underwater Collective's Ali Selliman, Rachel Peary, and Liam Bourton.

Other visiting mural magicians include the mighty Flox (aka Hayley King), Cracked Ink (aka Simon Ormerod), Kell Sunshine, and Gina Kiel.



DAVID WALKER/STUFF

Street artist Kell Sunshine, seen here with a mural she painted on the wall of the Eruption Brewery in Lyttelton, will transform a wall on Victoria St.

For the first time the festival will feature an exhibition, at Agora Cafe in Frankton, where past and present artists can exhibit and sell their work. This will be held at Agora Café in Frankton.

Several businesses are supporting the festival in various ways. First Credit Union help fund it, Resene Paints supplies paint, and Total Access leases scissor lifts and scaffolds to get the artists to where they need to go.

As with previous years, an enthusiastic team of street art-lovers will be volunteering their assistance to the core organising team. Rickshaws will be operating to take people from mural to mural.



DALLAS ALEXANDER

This Christchurch mural on the topic of over-fishing is by the New Zealand artist known as Cracked Ink, who is also taking part in the Boon Hamilton Street Art Festival.

Bradley said he was driven by a desire to make Hamilton a more inspiring and interesting place to live

"I'm a lover of cities. Great cities inspire and excite. They are places where wonderful unexpected things happen and where people want to be. This is what I want for Hamilton."

Isaac said a street art scene had long been missing from the city, but this was now changing.



CHRISTEL YARDLEY/FAIRFAX NZ

Artist Hayley King, aka Flox, left, and her assistant Linda Watson created the large mural along the Central Library laneway off Alexandra Street.

"We wanted to fix that. Our mission is about place-making. We want to put art into public places to create a sense of place and to make art part of the everyday experience."

Some landowners and tennants still mistakenly believed that street art attracted unsavory elements, but it was the reverse that was true, she said.

"There's no doubt that it improves a place in all sorts of ways. We are negotiating with more business owners to get more art up, and we have our eyes on a lot of the blank walls around the city.

"It's been an absolute joy to help spread colour around the streets of Hamilton."

Attachment 2

Item 10

Hamilton's Boon Street Art Festival brings mystery murals to library, council building, city wall

14:14, Mar 06 2019



TOM LEE/STUFF

In 2018, artists spent several days turning their visions into reality around Hamilton (file photo).

Mystery murals will be splashed on three central Hamilton sites in an upcoming festival.

Hamilton Central Library - in the city's main square - will get a facelift through Boon Street Art Festival, as will Hamilton City Council's chambers wing.

"I can't wait to see the transformation of the library frontage in to a standout, vibrant, high impact building in a key central space," Hamilton Central Business Association general manager Vanessa Williams said.

"It will easily identifiable to the public and will provide a key point of reference to visitors to the city."

A small wall facing Anglesea Street will also get the Boon treatment during the festival, which runs March 15 to 17.



KELLY HODEL / STUFF
A new look will be coming to the Hamilton Central Library frontage, in Garden Place, as part of Boon Street Art Festival 2019 (file photo).

But the designs will stay secret until they take shape on the walls, a Hamilton City Council statement said.

The annual Boon Street Art Festival started in 2015, and is a not-for-profit, volunteer-based organisation, festival director Craig McClure said.

"[It's] run by amazing locals who love our city and are excited by street art," he said.

"Boon has worked with the Council in the past with some smaller sites such as public toilets. In our search for great walls this year and wanting to give

some revitalisation love to Garden Place, the Central Library and Chamber Wing walls seemed perfect."

The prominent sites were "hero" walls which gave another chance to add more artworks to public spaces, he said, and city council helped get projects over the line.

"As a group of locals and as a trust we are motivated by our love of the city and the simple fact that beautiful places make happy people. Street art is a perfect way to achieve this and it has been a pleasure seeing more sponsors come to the table wanting to be able to support the festival. It's a huge job but so far it has been well worth it."



TOM LEE/STUFF

Boon Street Art Festival has been running since 2015 (file photo).

Hamilton City Libraries were happy to hear Boon's plans, director Rebecca Whitehead said.

"The Central Library is a focal point for our community, has an important and significant presence in the central city, and we have a role encouraging creativity and vibrancy," she said.

For more information on the festival, click here.

Attachment 2

Item 10

Murals light up Hamilton after Boon Street Art Festival

Kelsey Wilkie
14:10, Mar 21 2017



DOMINICO ZAPATA/FAIRFAX NZ

Elliot O'Donnell, aka Askew One, spent last week transforming the plain wall behind him into a work of art.

The dark brick wall is no more.

In its place is a mural with pink, green and blue splashes and a face peering back at those who wander along Collingwood St.

Elliot O'Donnell - professional name Askew One - spent three days layering the Hamilton wall in paint.



DOMINICO ZAPATA/FAIRFAX NZ

The Collingwood St wall after Askew One was finished with it.

He used a photograph of Hamilton woman, known as Te Ata, as inspiration for his creation.

"I was looking for somebody and I wasn't finding anyone so I mentioned on social media that I was looking and then friends started texting me about people they knew here who might be down."



DOMINICO ZAPATA/FAIRFAX NZ

This piece on the corner of Anzac Pd and Victoria St is by Techs.

O'Donell has been doing large scale murals since 2010 and graffiti since 1992.

He started portraiture during a residency in Miami.

Naturally, her started with himself but soon started looking for other people to paint.



DOMINICO ZAPATA/FAIRFAX NZ

This piece at the south end of Victoria St is by Paul Be.

"I'm not so narcissistic that I want to paint pictures of myself everywhere. I did a couple and then I was like, no, this going to get boring really fast."

His murals are largely unplanned before he gets to the site. He tends to find people in the environment where he is working and paints them.

"It's really hard to pre-empt what type of wall you're going to work on, what materials you're going to be working with.

"I kind of extended that chaos into not deciding who I'm going to paint until I get there ... usually people kind of reveal themselves in this slightly serendipitous kind of way. I like that.

"I think I'm going to start painting people from other places, in each place, so the theme of my work has been a lot about displacement and drifting people.



DOMINICO ZAPATA/FAIRFAX NZ

The Owen family on the mural trail, from left, Gideon, 6, Malachai, 5, Kalil, 2, mum Daphiney, and Benaiah, 7.

"It would be more interesting to start painting people in total opposite locations, taking someone from here and painting them in the US or Europe."

The mural was one of 11 painted throughout the city as part of the Boon Street Art Festival.

Attachment 2

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DOMINICO ZAPATA/FAIRFAX NZ

This piece on Ward Lane is by Sean Duffell.

Boon 2020 Budget

EXPENDITURE		INCLUDES GST		
	Units	Budget		Notes
PERSONNEL COSTS	Projected from Boon 2019			
Per Diems for artists	Fee(s)	15000		
Travel costs		4800		Domestic Flights, petrol + 1 international flight
Entertainment		3500		
Accommodation		3500		Ventura and Novotel
Festival Director	based on 0.5 contract	35000		
Volunteer Gift		500		
		62,300		
PUBLICITY	Projected from Boon 2019			
Filming and Photography		5405		One Man Crew
Posters	Estimate	216.5		
Flyers	Estimate	345		
T-shirts	100 screenprint	1800		
Graphic Designer	Estimate	2480		Mardo El Noor
Web / E-marketing	Estimate	300		Facebook boosts
Sponsorship recognition		800		
Total publicity		11,346.5		
TECHNICAL	Projected from Boon 2019			
Paint	Estimate	10000		Resene
Spray paint	Estimate	4380		
water blasting/wall prep		2280		
extra equipment		1800		Rollers | trays | brushes
Access Equipment	Estimate	8300		
sunscreen and water		180		
Total equipment		26,940		
EXHIBITION COSTS				
Walls (Exhibition/Carlton Party hire)		1000		
Lighting		1690		
Opening night costs - DJ and equipment		1200		
EFTPOS		150		
Drinks and Catering		550		
Install hardware		220		nails, screws brackets etc
Curator		2500		
Exhibition sitter		680		
Total exhibition		7,990		
ADMINISTRATION COSTS				
Insurance		1484		
Contingency	10%	10000		
Bank fees		50		
Total Admin		11,534		
Total		$120,110.00		

INCOME				
	Units	Budget		Notes
GRANTS AND FUNDING				
Creative Communities		5000	UNCONFIRMED	
Trust Waikato		2000	UNCONFIRMED	
Wel		10000	UNCONFIRMED	
Hamilton City Council		35000	UNCONFIRMED	
Grassroots		2000	UNCONFIRMED	
Total Funding		54,000		
IN-KIND SPONSORS				
Gravitas		500	UNCONFIRMED	
CRAFT		2000	CONFIRMED	
Resene		10000	UNCONFIRMED	
Brewaucracy		1000	UNCONFIRMED	
Total Access		1600	UNCONFIRMED	
Donations		500	UNCONFIRMED	
Gordon Harris		760	CONFIRMED	
Total In-kind		16,360		
CORPORATE SPONSORS				
Craigs Investments		10000	UNCONFIRMED	
Fosters		25000	UNCONFIRMED	
Becca		10000	UNCONFIRMED	
HCBA		1000	CONFIRMED	
Wintec		2000	UNCONFIRMED	
Total sponsorship		48,000		
OTHER				
T-shirt income		750		
Commision on sales		1000		
Total other		1,750		
Total		$120,110.00		
Surplus/deficit		$0.00		