

Elected Member Briefing - 5 July 2017

Topic	HCC Contact/ Presenter(s)	Time required
Event Sponsorship Fund 2017/18	Sean Murray	30 Minutes

Event Sponsorship 2017/18 Round



Major International Events – supported by council but no cash sponsorship

Examples

- ❑ 2011 Rugby World Cup
- ❑ 2015 Cricket World Cup
- ❑ 2015 FIFA U@) World Cup
- ❑ 2017 Master World Games
- ❑ 2017 Lions vs. Chiefs Rugby
- ❑ 2017 Rugby League World Cup
- ❑ 2018 IRB Sevens

Almost BAU

Cricket, Rugby and Netball
Internationals

Outcomes

- ❑ A good fit with the Hamilton Plan
- ❑ Profile building for Hamilton
- ❑ Generates economic benefit/visitation to Hamilton (overnight stays)
- ❑ Excites community engagement
- ❑ Fulfills purpose of councils earlier major events infrastructure investment

Issues

- ❑ Cost and demonstrable commitment
- ❑ Labour intensity

As an aside...



CUSTOMER GEOGRAPHICS REPORT

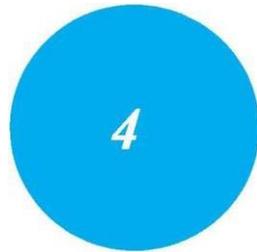
PAW PATROL LIVE! AT CLAUDELANDS ARENA



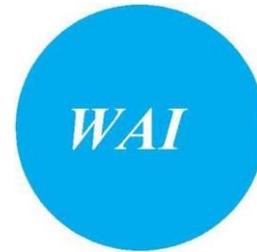
Unique Customers



Tickets Sold



Average Tickets per Customer



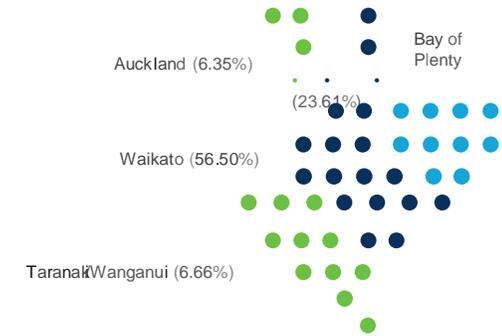
Top Customer Region

CUSTOMERS BY REGION

Region	Unique Customers	Tickets Sold	Average Tickets per Customer
Auckland	85	326	4
Bay of Plenty	315	1,196	4
Canterbury		3	3
East Coast	18	77	4
Hawke's Bay	56	226	4
Marlborough/Nelson			
Norhiand	5	12	2
Southland		3	3
Waikato	755	2,884	4
Taranaki/Wanganui	89	340	4
Wellington	11	46	4
TOTAL	1,336	5,114	4

CUSTOMERS BY CITY

City	Unique Customers	Tickets Sold
Auckland	32	116
Blenheim		
Christchurch		3
Dunedin		
Gisborne	17	71
Hamilton	310	1,135
Hastings	16	70
Invercargill		
Napier	27	103
Nelson		
New Plymouth	32	122
Palmerston North		
Rotorua	56	191
Tauranga	161	608
Timaru		
Whakatane	29	118
Wanganui	2	9
Whangarei	2	5
Wellington	5	19



- Highest proportion of customers
- Above Average
- Average
- Lowest proportion of customers
- Not represented

Event Sponsorship

Policy

- A good fit with the Hamilton Plan
- Profile building for Hamilton
- Generates economic benefit/visitation to Hamilton (overnight stays)
- Excites community engagement

Issues

- Understanding that its not about “helping people out” but about “purchasing an outcome”.
- Our reactive rather than a proactive approach.
- “Christmas” does not fit the criteria.
- Annualized decision making.

Event Sponsorship – decision making

ASSESSMENT CRITERIA	RANKING (SCORE) 0-5
Fit to Hamilton's vision and profile	1
City exposure benefits (profile)	1
Target market: Community 1-2 or Regional 2-3 or National 3-4 or International 5	1
Generation of overnight visitation to the city	1
Generation of incremental business to city businesses	1
Number of anticipated participants	1
Utilisation of city assets	1
Quality of organisational capability	1
TOTAL SCORE (max 40)	8

Event Sponsorship – 2017/18 Process

APPLICATIONS OPEN	01 May
THIS BRIEFING TO COUNCILLORS	27 June
APPLICATIONS CLOSE	30 June
OPTIONS FOR CONSIDERATION OF 2017/18 APPLICATIONS : <i>a) An additional briefing is added for presentations from applicants (1/2 day)</i> <i>b) A short-life taskforce is set up to provide input to management</i> <i>c) Report with Management Recommendation to Committee in August</i>	July- August
REPORT TO COMMUNITY AND SERVICES COMMITTEE	8 August
ADVICE ALL APPLICANTS	9 August

DISCUSSION