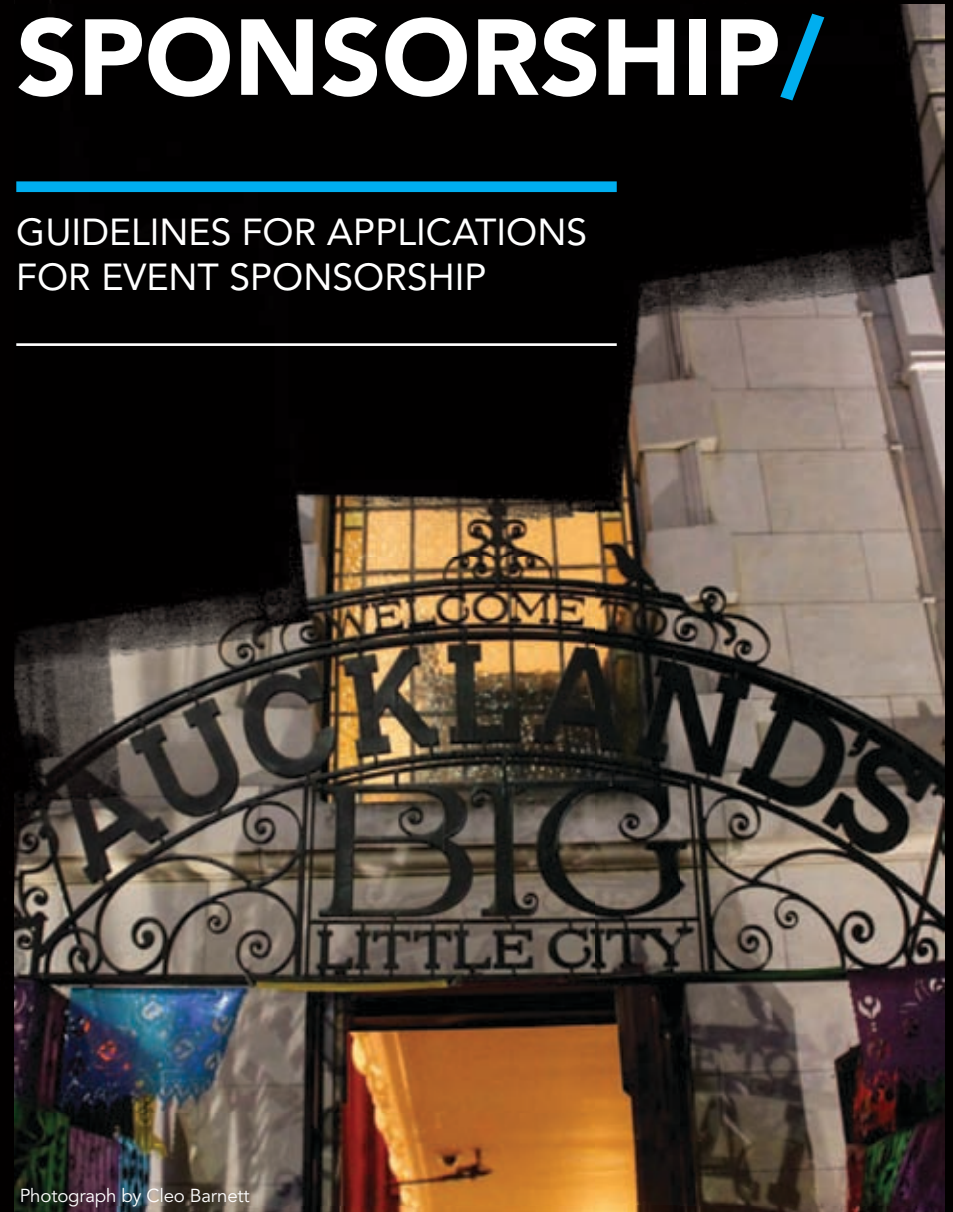


AUCKLAND'S BIG LITTLE CITY

EVENT SPONSORSHIP/

GUIDELINES FOR APPLICATIONS
FOR EVENT SPONSORSHIP



Photograph by Cleo Barnett

MAKING DOWNTOWN AUCKLAND A VIBRANT VISITOR DESTINATION /

SPONSORSHIP OF EVENTS /

Downtown Auckland is a vibrant visitor destination jam packed full of festivals, performances, events and attractions.

Each year Heart of the City's destination marketing campaign, Auckland's BIG little City, promotes this concentrated diversity in a bid to attract more visitors to downtown Auckland, contributing to the economic wellbeing of the City.

Heart of the City is a direct supporter of many city based events through sponsorship and assistance and fully supports fostering a can-do, event friendly culture within the city centre.

This document is a guide for organisers of events who are looking for support and sponsorship. It is intended as a guide only to assist with the development of proposals and to better understand the goals and aims of the Heart of the City event strategy.

Heart of the City reviews its sponsorships within an annual budget period that spans 01 July to 30 June. In applying for sponsorship, events will be evaluated against the criteria outlined within this document and within the context of the events calendar and the available budget for the year in which you are applying. Approval is required from the Heart of the City management team and major sponsorships will also need to be ratified by the Heart of the City Board.



SPONSORSHIP OBJECTIVES/

The Heart of the City sponsorship strategy focuses on developing and supporting events that are unique to the CBD; support and fit with the values and key 'pillars' of the BIG little City marketing campaign ; Dining, Art/Culture, Shopping and Nightlife and increase visitation and consumer spending.

Key factors when considering each application therefore will be:

i. Unique to the CBD

The event only happens in the CBD – or is primarily in the CBD – and/or has a unique point of difference to other events in the CBD.

ii. Fits with the BIG little City campaign values

The event needs to reflect the personality and add to the positioning of the BIG little City campaign specifically: New York style cool, urban, edgy, innovative and sophisticated.

iii. Continues to build awareness of BIG little City as a 'destination'

iv. Event marketing and collateral should contain an appropriate reference to the wording 'in Auckland's BIG little City' as the descriptor of the 'destination' of the event. In some cases this would be built into the name of the event or as a by-line of the event 'title'. This could also take the form of (but not be limited to)

text/content/imagery/ BLC graphic in event marketing, promotions, PR and social media. The BIG little City gates would also need to be prominently displayed at the event as a means of supporting the above.

v. Has the ability for CBD businesses to be involved

The event should provide a platform or opportunity for CBD businesses to be involved either directly or indirectly.

vi. Increase visitation to the CBD

The event needs to contribute to increasing visitation to the CBD. Attendance numbers will be required.

vii. Consumer spending growth around event

Heart of the City will conduct market research to measure whether an increase in consumer spending occurs as a direct result of the event

viii. Contributes to the social environment of the CBD

SPONSORSHIP SUPPORT/

Heart of the City will grant the successful applicant/s sponsorship support in a number and/or combination of ways:

- i. Monetary Sponsorship – an outright cash grant
 - ii. Marketing Support – promotion and marketing of the event through Heart of the City's marketing channels – Auckland's BIG little City campaign, online, database marketing and PR
 - iii. Logistics and 'relationship' support
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EVENT ELIGIBILITY/

The property must be an event not an individual, team, conference, private function or an award ceremony.



APPRAISAL/

The application for sponsorship will be assessed on the event concept, quality of information, ability to meet Heart of the City objectives and the event organiser's ability to demonstrate a successful event outcome.

MANDATORIES/

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- i. Completed sponsorship application form
 - ii. Formal event proposal including marketing, long term event and revenue strategies and event budget.
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NEXT STEPS/

To make an application, please submit your completed application form and formal proposal to:

Heart of the City
PO Box 105 331
Level 2, 26 Lorne St
AUCKLAND

