

# nelson ★ PARENT + CHILD expo ★

Brought to you by



Founders Park, Nelson | 10am - 4pm

**8 SEPTEMBER 2019**

**SPONSORSHIP PROPOSAL**

[www.nelsonparentandchildexpo.co.nz](http://www.nelsonparentandchildexpo.co.nz)



# WELCOME

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Nelson Venues & Events would like to invite you to attend the 2019 Nelson Parent and Child Expo as a sponsor, where you will have unique access to promote your company and market your brand to key industry and consumer groups.

Don't miss out on your opportunity to support existing clients, grow brand loyalty, develop product awareness and boost sales by participating as a sponsor at this year's expo.

This year, we aim to equip parents and caregivers with the tools and products for effective parenting, empower through informative talks and workshops, and excite all ages with an interactive and family fun day out. This year's event will be held on the 8<sup>th</sup> of September, at Founders Heritage Park.

We are confident that your organisation will not only gain valuable recognition and distinction for your involvement in the Nelson Parent and Child Expo, but that you will find yourself aligned with those working together to make the industry more professional and knowledgeable.

This Proposal outlines various levels of involvement to suit every budget and marketing objective, and we encourage you to explore the benefits of participating as a sponsor. If there are other ways in which you would like to participate in the expo, we are more than happy to discuss these with you.

We look forward to seeing you in September at the 9<sup>th</sup> Annual Nelson Parent & Child Expo!

## EXPO DETAILS

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**Venue:** Founder's Heritage Park, Nelson  
**Date:** Sunday 8<sup>th</sup> September 2019  
**Time:** 10am – 4pm  
**Entry:** Free tickets online until 6 September.  
\$5 adult door sales - Children 16 and under free.  
**Website:** [www.nelsonparentandchildexpo.co.nz](http://www.nelsonparentandchildexpo.co.nz)  
**Facebook:** [www.facebook.com/nelsonpandcexpo](http://www.facebook.com/nelsonpandcexpo)  
**Instagram:** @nelsonparentchild

### CONTACT INFO

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P: +64 3 546 6330 | E: [info@nelsonvenues.co.nz](mailto:info@nelsonvenues.co.nz)  
A: 1/23 Alma Lane, Buxton Square, Nelson



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# SPONSORSHIP PACKAGES

## GOLD \$8,000 + GST (1 AVAILABLE)

Our Gold Sponsor is a key event partner and you will receive considerable exposure and recognition through the following benefits:

### PROFILE - Your company logo will appear on

- On all marketing eg. *Nelson Parent & Child Expo, brought to you by Nelson Venues and Events, and thanks to our event partner...*
- Opportunity for a 10-15 minute slot during the talks to promote your company or product
- On the event website with a 100 word blurb and link to your company website or facebook page
- On event posters and flyers
- On printed and digital advertising of the event
- In the footer of event eNewsletters
- Included as part of press releases
- On a sponsor board at the event

### PUBLICITY - Your organisation/company will receive

- Listing in expo directory - printed and given to all attendees on entry
- Half page advertisement included on the expo directory (artwork to be supplied by sponsor)
- Verbal recognition by the Expo MC
- Minimum of 5 social media posts plus sharing your company's posts.
- The opportunity to put items/vouchers into Goodie Bags (300 items to be provided by you given to first 300 attendees through door)
- Option for competition prize item (provided by you if applicable)

### AT THE EXPO - Your organisation/company will receive

- Complimentary trade site at expo (2.4m x 1.8m – can be negotiated)

## SILVER \$4,000 + GST (1 AVAILABLE)

As Silver Sponsor you will receive considerable exposure and recognition through the following benefits:

### PROFILE - Your company logo will appear on

- On the event website with a 50 word blurb and link to your company website or facebook page
- On event posters and flyers
- On printed and digital advertising of the event
- In the footer of event eNewsletters
- Included as part of press releases
- On a sponsor board at the event

### PUBLICITY - Your organisation/company will receive

- Listing in expo directory - printed and given to all attendees on entry
- Quarter page advertisement included on the expo directory (artwork to be supplied by sponsor) - Can be upgraded at additional cost
- Verbal recognition by the Expo MC
- Mention of your company on our social media plus shared posts
- The opportunity to put items/vouchers into Goodie Bags (300 items to be provided by you given to first 300 attendees through door)
- Option for competition prize item (provided by you if applicable)

### AT THE EXPO - Your organisation/company will receive

- 50% off a trade site at expo (2.4m x 1.8m – can be negotiated)

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# SPONSORSHIP PACKAGES

## BRONZE \$2,000 + GST (2 AVAILABLE)

As Bronze Sponsor you will receive considerable exposure and recognition through the following benefits.

### PROFILE - Your company logo will appear on

- On the event website with a link to your company website or facebook page
- In the footer of event eNewsletters
- Included as part of press releases
- On a sponsor board at the event
- On event posters and flyers
- On printed and digital advertising of the event

### PUBLICITY - Your organisation/company will receive

- Listing in expo directory - printed and given to all attendees on entry)
- Mention of your company on our social media
- The opportunity to put items/vouchers into Goodie Bags (300 items to be provided by you) (given to first 300 attendees through door)
- Competition Prize item (provided by you if applicable)

### AT THE EXPO - Your organisation/company will receive

- 50% off a trade site at expo (2.4m x 1.8m)

## SPEAKER/WORKSHOP SESSION SPONSOR \$1,000 + GST (1 AVAILABLE)

A Workshop/Speaker Session Sponsor will be a key event partner and you will receive considerable exposure and recognition through the following benefits.

### PROFILE - Your company logo will appear on

- On the event website with a link to your company website or facebook page
- In the footer of event eNewsletters
- Included as part of press releases
- On a sponsor board at the event
- On the entry signage to the workshop/speaker session zone at the expo

### PUBLICITY - Your organisation/company will receive

- Listing in expo directory - printed and given to all attendees on entry
- Naming rights to the speaker/workshop sessions
- Verbal recognition by the Expo MC
- Mention of your company on our social media
- The opportunity to put items/vouchers into Goodie Bags (300 items to be provided by you) (given to first 300 attendees through door)
- 5 minute talk during the speaker sessions

### AT THE EXPO - Your organisation/company will receive

- 50% off a trade site at expo (2.4m x 1.8m)

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# SPONSORSHIP PACKAGES

## PARENT'S ZONE SPONSOR \$1,000 + GST (1 AVAILABLE)

The Parent's Zone Sponsor will receive considerable exposure and recognition through the following benefits.

### PROFILE - Your company logo will appear on

- On the event website with a link to your company website or facebook page
- In the footer of event eNewsletters
- Included as part of press releases
- On a sponsor board at the event
- On the entry signage to the Parent's Zone at the expo

### PUBLICITY - Your organisation/company will receive

- Listing in expo directory - printed and given to all attendees on entry
- Naming rights to the Parent's Zone
- Verbal recognition by the Expo MC
- Mention of your company on our social media
- The opportunity to put items/vouchers into Goodie Bags (300 items to be provided by you given to first 300 attendees through door)
- Competition Prize item (provided by you if applicable)

### AT THE EXPO - Your organisation/company will receive

- An opportunity to provide entertainment for parents and caregivers

## KID'S ZONE SPONSOR \$1,000 + GST (1 AVAILABLE)

The Kid's Zone Sponsor will receive considerable exposure and recognition through the following benefits.

### PROFILE - Your company logo will appear on

- On the event website with a link to your company website or facebook page
- In the footer of event eNewsletters
- Included as part of press releases
- On a sponsor board at the event
- On the entry signage to the Kid's Zone at the expo

### PUBLICITY - Your organisation/company will receive

- Listing in expo directory - printed and given to all attendees on entry
- Naming rights to the Kid's Zone
- Verbal recognition by the Expo MC
- Mention of your company on our social media
- The opportunity to put items/vouchers into Goodie Bags (300 items to be provided by you given to first 300 attendees through door)
- Competition Prize item (provided by you if applicable)

### AT THE EXPO - Your organisation/company will receive

- Provide entertainment or an activity for kids who attend the expo

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# SPONSORSHIP PACKAGES

## GOODIE BAG SPONSOR \$750 + GST (1 AVAILABLE)

### PROFILE - Your company logo will appear on

- On the event website with a link to your company website or facebook page
- On the expo goodie bag (given to the first 300 attendees through the door)
- In the footer of event eNewsletters
- Included as part of press releases
- On a sponsor board at the event

### PUBLICITY - Your organisation/company will receive

- Listing in expo directory - printed and given to all attendees on entry
- Verbal recognition by the Expo MC
- Mention of your company on our social media
- The opportunity to put items/vouchers into Goodie Bags (300 items to be provided by you given to first 300 attendees through door)
- Competition Prize item (provided by you if applicable)
- Supplier of Goodie Bags (negotiable)

## PRINT SPONSOR TO THE VALUE OF \$1500 + GST (1 AVAILABLE)

### PROFILE - Your company logo will appear on

- On the event website with a 50 word blurb and a link to your company website or facebook page
- On all printed flyers/posters and advertising
- On all print material
- In the footer of event eNewsletters
- Included as part of press releases
- On a sponsor board at the event

### PUBLICITY - Your organisation/company will receive

- Verbal recognition by the Expo MC
- Mention of your company on our social media
- The opportunity to put items/vouchers into Goodie Bags (300 items to be provided by you) (given to first 300 attendees through door)
- Listing in expo directory

## EXPO SUPPORTER \$300 + GST

### PROFILE - Your company logo will appear on

- On the event website with a link to your company website or facebook page

### PUBLICITY - Your organisation/company will receive

- Listing in expo directory - printed and given to all attendees on entry
- The opportunity to put items/vouchers into Goodie Bags (300 items to be provided by you) (given to first 300 attendees through door)
- Competition Prize item (provided by you if applicable)
- Mention of your company on our social media

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# BOOKING INFORMATION

## BOOKING

To book a sponsorship package, please email [info@nelsonvenues.co.nz](mailto:info@nelsonvenues.co.nz) with your application form.

If you would like to discuss sponsorship opportunities further or customise your package, please email [shelley@nelsonvenues.co.nz](mailto:shelley@nelsonvenues.co.nz).

Nelson Venues & Events will raise an invoice based on the following payment policy.

## PAYMENT POLICY

### *Sponsorship Packages*

- 50% deposit is due on the 20th of the month following invoice.
- Remainder payment due by 1st August 2019
- Should the Sponsor fail to pay by the invoice due date, Nelson Venues & Events has the right to cancel all entitlements with no refund.

## PAYMENT METHODS

Payment is possible by; direct credit, or cheque - full details will be on the invoice.

## DEADLINES

### *To secure a sponsorship package:*

- Completed application form must be received by 1st July 2019

If sponsor does not meet the above published deadlines, Nelson Venues & Events cannot guarantee advertising space and reserves the right to invoke penalties for late submissions.



## TERMS AND CONDITIONS:

Sponsorship will be allocated only on receipt of a signed booking form. A letter of confirmation will be provided by Nelson Venues & Events Conferences to confirm the booking. Applications will be processed in order of receipt.

Exhibition space will be allocated on first come, first served basis. Nelson Venues & Events reserves the right to rearrange the floor-plan and / or relocate and exhibit. There is no discount or refund for any facilities not used.

Nelson Venues & Events provides no guarantees that such sponsorship, exhibition or advertising will result in revenues for the advertiser.

Nelson Venues & Events has the Right to refuse unacceptable advertising and reserves the right to refuse any advertisement it deems inappropriate or that does not conform to its graphic specifications. All graphics must be within the file size and dimension restrictions listed in this agreement. Nelson Venues & Events may request changes to any advertisement it deems unacceptable. Such a request may delay or prohibit the display of the ad until changes are made.

Changes to advertisement – after entering into this agreement, the Sponsor may request a change of the advertisement graphic. All changes are the responsibility of the Sponsor and any changes made by Nelson Venues & Events will be billed at the rate of \$50 per hour. Any requested change to an ad must be received in writing.

Cancellation Policy - Cancellation requests must be made in writing. If cancellation occurs more than 60 days prior to the start of the event, the cancellation fee is 25% of the sponsorship sum. If cancellation occurs between 60 days and 30 days prior to the start of the event, the cancellation fee is 50% of the sponsor sum. If cancellation occurs less than 30 days prior to the start of the event, no refund is available.

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# SPONSOR APPLICATION FORM

To confirm your Sponsorship Package for the 2019 Nelson Parent and Child Expo  
Please complete and send this form along with relevant paperwork to Nelson Venues & Events:  
[info@nelsonvenues.co.nz](mailto:info@nelsonvenues.co.nz)

NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

COMPANY: \_\_\_\_\_ EMAIL: \_\_\_\_\_

POSITION: \_\_\_\_\_ ADDRESS: \_\_\_\_\_

WEBSITE: \_\_\_\_\_ FACEBOOK: \_\_\_\_\_

INSTAGRAM: \_\_\_\_\_

DESCRIPTION	COST	PLEASE TICK
<b>SPONSORSHIP PACKAGE</b>		
Gold Sponsor	\$8000.00 + GST	
Bronze Sponsor	\$4000.00 + GST	
Bronze Sponsor	\$2000.00 + GST	
Title Sponsor "Parent's Zone"	\$1000.00 + GST	
Title Sponsor "Kids Zone"	\$1000.00 + GST	
Title Sponsor "Speaker/Workshops"	\$1000.00 + GST	
Print Sponsor	Contra	
Goodie Bag Sponsor	\$750.00 + GST	
Event Supporter	\$300.00 + GST	
<b>ADDITIONAL OPTIONS</b>		
1.8m Trestle Table and 2 chairs	\$30.00 +GST	
Power installed by electrician, tagged/tested	\$60.00 +GST	
2.3m high x 1.2m Velcro receptive walls	POA	
Additional items for Goodie bags – 300 items	\$50.00 +GST	
Advertising – 1/4 page	\$150.00 + GST	
Advertising – ½ page	\$300.00 + GST	
<b>TOTAL AMOUNT TO BE INVOICED</b>		

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## ADDITIONAL NOTES

- ☐ DECLARATION – I confirm my Sponsors for at the Nelson Parent & Child Expo as indicated in the table above.
- ☐ DECLARATION – I confirm I have read the Terms and Conditions as outlined in the Sponsorship Proposal.

CHECKLIST – Please ensure you have included the below with your application.

Application form

Logo for print (hi res .eps or jpeg) and online (png or jpeg) attached

Sponsor Profile about your business for the website if applicable.

Sponsor Ad for the directory – to be supplied by the 15<sup>th</sup> July 2019

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**Once we have received your application, we will issue your sponsorship invoice.**

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