

# Sponsorship Opportunities

## Waikato Boat Expo 2016



We feel that your business would be a great fit for the Waikato Boat Expo. The event would be an outstanding opportunity to raise your brand's awareness in the Waikato area. There is also an opportunity for brand awareness through a give-away gate prize.

What sponsorship of the Waikato Boat Expo can do for you:

As a featured sponsor you would be prominently featured in front of a crowd of an estimated 5000 to 10,000 fishing and boating enthusiasts, many of whom are part of your target audience. As you can see from the nature of the Waikato Boat Expo it is clearly apparent how 'your Company' will benefit from this relationship:

We offer

### Platinum Sponsorship

- Naming rights to the event
- Plug-ins on Radio advertising of event
- Company Name and Logo prominently displayed on as Brand Promotion in all marketing material as main sponsor.
- Company products displayed predominantly on our website
- Ten Event Tickets
- Logo on marketing material - press releases, newspaper/radio advertising, and Event Guide.
- Placement of Company banner at Event Entrance
- Logo on all electronic collateral - website, emails, promotional material.
- Booth Space in Main Marquee or elsewhere as required
- Full Page advertising in Event Guide
- **Cost \$5000 plus GST**

### Gold Sponsorship

- Company Name and Logo displayed on all Event Promotional marketing material flyers, banners, newspaper advertising, Event Guide and Event Letterheads as gold sponsor.
- Six Event Tickets
- Placement of Company banner at Event Entrance
- Booth Space in Main Marquee
- Half Page advertising in Event Guide
- **Cost \$3000 plus GST**

### Silver Sponsorship

- Logo in marketing material - flyers, newspaper advertising, Event Guide as silver sponsor
- Booth Space in Main Marquee
- Quarter Page advertising in Event Guide
- **Cost \$2000 plus GST**

**General Terms and Conditions:**

1. Due to limited sponsorship opportunities, sponsors shall be allocated on a first come first served basis.
2. The sponsors shall provide all their display and promotional requirements as desired by them for the display booth allocated and for other display opportunities.
3. All payments for sponsorship are to be made in advance.
4. All transactions are subject to plus GST.
5. All booth requirements are to be made known at least one month in advance of the scheduled event.
6. All company brand logo and complete Name of the Company with style will be provided for banners, brochures, stationary, and other promotional material immediately that the sponsorship deal is confirmed.
7. Alterations and changes to company identification after this will be at the Companies own expense.

Name .....

Company .....

Contact Details: .....

**GATE PRIZE:**

Receive extra profile for your company by sponsoring a 'Gate Prize'.

The Public will be invited to complete an 'Entry Form' to go into the draw for the Gate Prize.

Your business will receive promotional on the cover of the 'Expo Event Guide' and on the website, along with specific promotional advertising at the Expo Entrance.

The 'Gate Prize' will also feature your business having donated the prize on radio and print medium prior to the Expo.