



## Sponsorship Proposal

By

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**Global Village Manukau Festival 2014**

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The long awaited The Global Village Manukau festival is rapidly approaching. The 2014 Festival is planned to be staged at the Pacific Event Centre, 770 Great South Rd, Manukau City from 21<sup>st</sup> to 23<sup>rd</sup> February 2014 and is shaping up to be an exciting show.

The global festival idea originated back in 2008 when in 2007, we said good bye to the Ellerslie Flower show after it left our shores for Christchurch city. After being part of the final show, which attracted over 80,000 people, we saw a gap that needed to be filled so it has taken the idea five years in creation trying to produce something that would showcase, promote, celebrate, and educate the community and our local and international visitors about culture unity in New Zealand, Auckland and particularly Manukau City.

Our Global Village Manukau is a four (4) day multicultural festival will be jam packed with exciting events including cultural performance, live music, comedy gala, family fun day, kids fun park, sculpture exhibitions, educational seminars, 40 landscape, flowers and garden expo including nurseries, arts and crafts.

We also offer around 160 market stalls and around 15 global villages cooking up modern and traditional delicacies from around the world.

The local community support is the key to the continued success of The Global Village Manukau festival as it will operate almost entirely through donations and sponsorship from local industry.

As being our first year, our team are working very hard to bring new features, great performers and special guests to the program creating The Global Village Manukau festival as a major calendar event.

We forecast to attract in excess of 60,000 locals and visitors over the four (4) day event and generating ongoing influx of consumers to the area which in turn has a positive effect on all business in the Manukau City region.

We are seeking a sponsor to support and be part of this unique community event to ensure the ongoing success of the festival. The rewards for sponsoring The Global Village Manukau festival are both immediate and ongoing.

This document outlines the sponsorship packages available.

Any package is open to negotiation and your INPUT IS VALUED.

On acceptance of a Sponsorship Package, a tax invoice will be issued.

Thank you and we hope to speak with you soon.

**DIAMOND - Naming Rights Title Sponsor - \$80,000**  
**“Company name” Global Village, Manukau 2014**

This is an exclusive package, with, obviously, only one being offered. This Package to be negotiated, accepted and in place by 30 July 2013. It is anticipated that up to 60,000 people will be involved in some way or another with the festival.

**The Festival Naming Rights will receive:**

- ❖ Exclusive Naming Rights to the 2014 Global Village Manukau Festival
- ❖ Branding across all official media (TV, radio, print, electronic)
- ❖ Branding across any official Festival merchandising and newsletters
- ❖ Half page advertisement in the Souvenir 2014 Festival Booklet as well as front page branding
- ❖ Links from the Festival website
- ❖ Banner opportunities at all events where possible
- ❖ Tickets to the official opening ceremony
- ❖ Complimentary Souvenir 2014 Festival Booklets
- ❖ Free site at Market Day (6m x 6m)
- ❖ Samples of all 2014 Festival merchandising
- ❖ Sponsorship support certificate (post event)
- ❖ Entry tickets to the festival
- ❖ VIP parking spaces

## **PLATINUM – Global Villages Naming Rights Sponsor - \$50,000**

This is an exclusive package, with, obviously, only one being offered. This Package to be negotiated, accepted and in place by 30 July 2013. It is anticipated that up to 60,000 people will be involved in some way or another with the festival.

We welcome any ideas to tailor sponsorships that best suits you, we are happy to consider any special requests or accommodate your companies needs where possible

### **Benefits**

- ❖ Exclusive Sponsor to the Global Villages for 2014
- ❖ Branding across all official media (TV, radio, print, electronic)
- ❖ Branding across any official Festival merchandising and newsletters
- ❖ Half page advertisement in the Souvenir 2014 Festival Booklet as well as front page branding
- ❖ Links from the Festival website
- ❖ Banner opportunities at all events where possible
- ❖ Tickets to the official opening ceremony
- ❖ Complimentary Souvenir 2014 Festival Booklets
- ❖ Free site at Market Day (6m x 6m)
- ❖ Samples of all 2014 Festival merchandising
- ❖ Sponsorship support certificate (post event)
- ❖ Entry tickets to the festival
- ❖ VIP parking spaces

## **GOLD – Global Village Flowers & Gardens Sponsor - \$30,000**

This is an exclusive package, with, obviously, only one being offered. This Package to be negotiated, accepted and in place by 30 July 2013. It is anticipated that up to 60,000 people will be involved in some way or another with the festival.

We welcome any ideas to tailor sponsorships that best suits you, we are happy to consider any special requests or accommodate your companies needs where possible

### **Benefits**

- ❖ Exclusive Sponsor to the Flowers and Gardens shows for 2014
- ❖ Branding across all official media (TV, radio, print, electronic)
- ❖ Branding across any official Festival merchandising and newsletters
- ❖ Half page advertisement in the Souvenir 2014 Festival Booklet as well as front page branding
- ❖ Links from the Festival website
- ❖ Banner opportunities at all events where possible
- ❖ Tickets to the official opening ceremony
- ❖ Complimentary Souvenir 2014 Festival Booklets
- ❖ Free site at Market Day (6m x 6m)
- ❖ Samples of all 2014 Festival merchandising
- ❖ Sponsorship support certificate (post event)
- ❖ Entry tickets to the festival
- ❖ VIP parking spaces

## **SILVER – Radio NZ Exclusive Naming Rights Sponsor - \$20,000**

This is an exclusive package, with, obviously, only one being offered. This Package to be negotiated, accepted and in place by 30 July 2013. It is anticipated that up to 60,000 people will be involved in some way or another with the festival.

We welcome any ideas to tailor sponsorships that best suits you, we are happy to consider any special requests or accommodate your companies needs where possible

### **Benefits**

- ❖ Exclusive Naming Rights for Radio New Zealand for 2014
- ❖ Branding across all official media (TV, radio, print, electronic)
- ❖ Branding across any official Festival merchandising and newsletters
- ❖ Quarter page advertisement in the Souvenir 2014 Festival Booklet as well as front page branding
- ❖ Links from the Festival website
- ❖ Banner opportunities at all events where possible
- ❖ Tickets to the official opening ceremony
- ❖ Complimentary Souvenir 2014 Festival Booklets
- ❖ Free site at Market Day (6m x 6m)
- ❖ Samples of all 2014 Festival merchandising
- ❖ Sponsorship support certificate (post event)
- ❖ Entry tickets to the festival
- ❖ VIP parking spaces

## **BRONZE – Opening Ceremony Sponsor - \$15,000**

This is an exclusive package, with, obviously, only one being offered. This Package to be negotiated, accepted and in place by 30 July 2013. It is anticipated that up to 60,000 people will be involved in some way or another with the festival.

We welcome any ideas to tailor sponsorships that best suits you, we are happy to consider any special requests or accommodate your companies needs where possible

### **Benefits**

- ❖ Exclusive Sponsor for 2014 Global Village Manukau Opening Ceremony
- ❖ Branding across all official media (TV, radio, print, electronic)
- ❖ Branding across any official Festival merchandising and newsletters
- ❖ Quarter page advertisement in the Souvenir 2014 Festival Booklet as well as front page branding
- ❖ Links from the Festival website
- ❖ Banner opportunities at all events where possible
- ❖ Tickets to the official opening ceremony
- ❖ Complimentary Souvenir 2014 Festival Booklets
- ❖ Free site at Market Day (6m x 6m)
- ❖ Samples of all 2014 Festival merchandising
- ❖ Sponsorship support certificate (post event)
- ❖ Entry tickets to the festival
- ❖ VIP parking spaces

## **FESTIVAL PARTNERS Sponsors - \$10,000**

These are exclusive packages with only limited being offered. These Packages to be negotiated, accepted and in place by 30 July 2013. It is anticipated that up to 60,000 people will be involved in some way or another with the festival.

We welcome any ideas to tailor sponsorships that best suits you, we are happy to consider any special requests or accommodate your companies needs where possible

### **Benefits**

- ❖ Exclusive Naming Rights specially designed for sponsors
- ❖ Branding across all official media (TV, radio, print, electronic)
- ❖ Branding across any official Festival merchandising and newsletters
- ❖ Quarter page advertisement in the Souvenir 2014 Festival Booklet as well as front page branding
- ❖ Links from the Festival website
- ❖ Banner opportunities at all events where possible
- ❖ Tickets to the official opening ceremony
- ❖ Complimentary Souvenir 2014 Festival Booklets
- ❖ Free site at Market Day (3m x 3m)
- ❖ Samples of all 2014 Festival merchandising
- ❖ Sponsorship support certificate (post event)
- ❖ Entry tickets to the festival
- ❖ VIP parking spaces



## **ACCOMMODATION PARTNERS Sponsor - \$5,000**

These are exclusive packages with only limited being offered. These Packages to be negotiated, accepted and in place by 30 July 2013. It is anticipated that up to 60,000 people will be involved in some way or another with the festival.

We welcome any ideas to tailor sponsorships that best suits you, we are happy to consider any special requests or accommodate your companies needs where possible

### **Benefits**

- ❖ Exclusive Sponsor for accommodations for the 2014 Global Village Manukau
- ❖ Branding across all official media (TV, radio, print, electronic)
- ❖ Branding across any official Festival merchandising and newsletters
- ❖ Quarter page advertisement in the Souvenir 2014 Festival Booklet as well as front page branding
- ❖ Links from the Festival website
- ❖ Banner opportunities at all events where possible
- ❖ Tickets to the official opening ceremony
- ❖ Complimentary Souvenir 2014 Festival Booklets
- ❖ Free site at Market Day (3m x 3m)
- ❖ Samples of all 2014 Festival merchandising
- ❖ Sponsorship support certificate (post event)
- ❖ Entry tickets to the festival
- ❖ VIP parking spaces

# Sponsorship acceptance form

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Mob: \_\_\_\_\_

Email: \_\_\_\_\_ Fax: \_\_\_\_\_

<b>Level of Sponsorship</b>	<b>Amount</b>	
Diamond Naming Rights Title Sponsor	\$80,000	<input type="checkbox"/>
Platinum Sponsor Global Villages Sponsor	\$50,000	<input type="checkbox"/>
Flowers & Gardens Gold Sponsor	\$30,000	<input type="checkbox"/>
NZ Radio Exclusive Silver Sponsor	\$20,000	<input type="checkbox"/>
Opening Ceremony Bronze Sponsor	\$15,000	<input type="checkbox"/>
Festival Partners	\$10,000	<input type="checkbox"/>
Accommodation Partners	\$5,000	<input type="checkbox"/>

Other Offer: \_\_\_\_\_

Details: \_\_\_\_\_

Donation: Amount \$ \_\_\_\_\_ Details for Invoice

Invoice to: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please return this form: By email to Richard M. David at [globalvillagemanukau@workmail.com](mailto:globalvillagemanukau@workmail.com)

Postal: Suite 4981, PO Box 106910, Auckland, Auckland City 1143, New Zealand

Respond by phone to: Richard M. David on 0221 084 425

Or through our contact page on our website. [www.globalvillagemanukau.com](http://www.globalvillagemanukau.com)