



EXECUTIVE SPONSORSHIP

The Radio Network Christchurch is pleased to submit this proposal for the 2010 Special Children's Christmas Party in association with the Cancer Society and Variety. After extremely successful parties in the past 10 years this event will once again be held at the Westpac Centre from 11am to 2.30pm, this year, on Saturday November 20th. As usual the children invited to the party will be sourced through various schools, community / charity and Government organisations and will be suffering from one or more of the following: Life threatening illness, physical or intellectual impairment, domestic violence, or living in underprivileged circumstances.

PLANNING

Staff of the Special Children's Christmas Party are now organising this event with one purpose in mind - to put smiles on these children's faces for at least one day this year. We are budgeting for in excess of 1800 children to attend this FREE Christmas Party.

The party will start at 11am and go for three and a half fun-filled hours, during which the children will be treated to a star studded stage show featuring many local and national artists. A popular local band will keep the music going as the children enjoy the stage programme and the many other activities such as rides, face painting, merry-go-rounds, jumping castles and much more. There will be the opportunity for the children to meet our very special celebrity/guest artists too! With all this fun to be had, the children will need all the burger buns, chippies, drinks, fruit, lollies and ice-creams that we can provide.

Father Christmas will arrive in a spectacular fashion even though Rudolph and the boys have the day off. After greeting the children from the stage, Santa will meet all the children individually in the huge Santa's Cave where each child, according to age and gender, will come to collect 3 or 4 of their own personal high quality Christmas Presents. Last year there were over 7000 gifts in Santa's cave, which included large soft toy Bears, educational laptop computers, Watches, Pirate Ships, Trace & Draw Sets, Remote control cars, Bubble Karaoke Machines, and lots more.

ADVERTISING SUPPORT

None of this would be possible without the support of Christchurch businesses and we are asking each company for advertising support by way of one of our packages to help us stage the 2010 Christchurch Radio Network Special Children's Christmas Party.

The sponsorship packages are as follows;

\$1080 plus GST \$1350 plus GST \$1620 plus GST

Radio Network Ad's

24

30

36

The Radio Network will broadcast your company name acknowledging your generous support of the Christchurch Special Children's Christmas Party on each of the following stations - ZM 91.3, Newstalk ZB, Classic Hits 97.7FM, Radio Sport, 1593 Coast and Radio Hauraki.

Corporate Signage

We will display you banner or signage at the event along with the other major & executive sponsors.

Certificate of Merit

A5 framed certificate for display in your business which will be heavily promoted on TV & Newspaper.

Photographic collage

Photos & report of the day's activities will be posted to you after the event.

Promotion Advertising

We will schedule a minimum of 40 television commercials promoting the Certificates of Merit with the concept "Please support businesses displaying this Certificate, as these are the people who made this day possible." After the event a full page spread in a major newspaper will highlight the day's activities.

Invitation

Most importantly you will be personally invited to attend this special day to see just how much Christmas joy your advertising support has brought these children.

Please join us in giving these children who face special challenges in life a day they will never forget!

JAYDEN BROWN – EVENT COORDINATOR

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