



**2011 RADIO NETWORK SPECIAL CHILDREN'S EXTRAVAGANZA
Executive Packages**

The Radio Network (ZM 95.9FM, Newstalk ZB, Easy Mix 90.3FM, Radio Sport, Radio Hauraki 99.9 and Flava 96.7 Hawke's Bay Special Projects Team is pleased to submit this proposal for the 2011 Special Children's Extravaganza in association with Variety the Children's Charity & The Cancer Society, after extremely successful parties in the past 12 years throughout New Zealand this event will be held in Hawke's Bay at the Pettigrew Green Arena from 11am to 2.30pm, on Saturday September 24th. As usual the children invited to the party will be sourced through **LOCAL** schools, community / charity and Government organisations and will be suffering from one or more of the following: - life threatening illness, physical or intellectual impairment, victims of domestic violence, involved in accidents or living in underprivileged circumstances.

PLANNING

Staff of the Radio Network Special Children's Extravaganza 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 800 children From **ONLY** Hawke's Bay to attend this **FREE** 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.

The highlight of the day is where each child, according to age and gender, will come to collect **3 or 4 of their own personal high quality presents** from the impressive toy cave. Last year we had gifts like large soft toys, MP3 players, Play mats, activity tables, remote controlled stunt cars and trucks, pirate sets, handtool playsets, cosmetic cases, sport bags and **many more**.

ADVERTISING SUPPORT

None of this would be possible without the support of Hawke's Bay businesses and we are asking each company for support by way of one of our packages to help us stage the 2011 Radio Network Special Children's Extravaganza.

In appreciation of their support, each supporter will receive

	\$1080 plus GST	\$1350 plus GST	\$1620 plus GST
Certificate of Merit	2	3	4
<i>A5 laminated certificates for display in your business which will be heavily promoted</i>			
Banner/Signage at the event	1	1	2
<i>We will display your banner or signage at the event, along with the other executive sponsors</i>			
Photographic collage	2	3	4
<i>Photos & report of the day's activities will be posted/e-mailed to you after the event</i>			
Radio Network Promotions	48	60	72
<i>The Radio Network will broadcast your company name acknowledging your generous support of the Special Children's Extravaganza on each of the following stations - 95.9ZM, Newstalk ZB, Easy Mix 90.3FM, Radio Sport, Radio Hauraki 99.9 and Flava 96.7.</i>			

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 of Merit as these are the people who made this day possible."

After the event a full page spread in a major Hawke's Bay newspaper will highlight the day's activities.

Invitation **4** **5** **6**

Most importantly you will be personally **invited** to attend this special day to see just how much 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!***