

# radio network<sup>®</sup>

## SPECIAL CHILDREN'S CHRISTMAS PARTY

### **PRODUCT NAMING NATIONWIDE SPONSORSHIP - \$30,000 (+gst)**

(Includes - Auckland, Waikato, Tauranga, Rotorua, Manawatu, Wairarapa, Wellington, & greater Canterbury regions)

#### ***The Radio Network Company Positioning Statements***

Up to 2500 Radio Company acknowledgments (depending on the choice of areas) will be produced and scheduled on a mixture of the participating Radio Network Stations throughout New Zealand. They are as follows; **Auckland** – 91ZM & Hauraki 99FM, **Wellington** – Newstalk ZB & Classic Hits 90FM, **Christchurch** - Newstalk ZB, 91ZM, Radio Sport, Hauraki 1017am, Easy Listening 11593, and Classic Hits 98FM, **Ashburton** – Newstalk ZB and ZEFM Classic Hits, **Timaru** – Newstalk ZB and Classic Hits 99FM, **Waikato** - Newstalk ZB, 89.8ZM, Hauraki 96FM, **Tauranga** – Newstalk ZB, 89.8ZM, Hauraki 89FM and 99FM, **Rotorua** - Newstalk ZB, 98.3 ZM, Hauraki 94.3FM, Classic Hits 97FM, **Manawatu** - Newstalk ZB, 91ZM, Classic Hits 97.8FM and **Wairarapa** Classic Hits and Newstalk ZB. These are “top of mind” spots, which will give you wide demographic coverage in all centres and will run from August until early the following year on a high impact basis. These are designed to give your company good public recognition for your support in each local community. Each ad will be 30-60 seconds long with an introduction for the Special Children's Christmas Party followed by your company acknowledgment.

#### ***Television***

Your company logo will be included in no less than 40 television commercials in all of the regions. These will run over the months following the event. Your logo will be displayed for the full length of the commercial along with the Cancer Society, Variety - The Children's Charity, TRN Logos and the 4 other major sponsors in each area. TVNZ also bonus us many “fillers” which will play during some very high rating programmes giving you even more exposure throughout this time.

#### ***Newspaper***

Your logo will be included in the full-page full colour newspaper ads, in all of the regions, which run during the weeks following the events. In Auckland we use the New Zealand Herald, Waikato This Week, Tauranga The BOP Times, Rotorua The Daily Post & Get It Daily, Manawatu The Evening Standard, Wellington The Dominion Post, Christchurch The Christchurch Star. These newspapers all have the widest distribution in each area.

#### ***Internet Web Site***

We will place your logo alongside the other major sponsors on our website. This is available to view on [www.sccpnz.co.nz](http://www.sccpnz.co.nz).

#### ***Product Naming (Subject To Availability)***

We have a number of different products available for naming with your company name and distribution on the day. These range from caps, soft toys that play tunes, T Shirts, present bags etc. We will place your logo on one of these products and have your staff at the events to distribute these. You may choose a different product for 3 different events.

#### ***Corporate Identity Signage***

Your banners and signage will be displayed at all events, along with the other major sponsors, in prominent positions highlighting your involvement.

#### ***Corporate Party Invitations***

We would like to involve representatives from your company as much as possible on the day. This can be a variety of tasks (there is plenty to do!) ranging from taking children through the toy room, helping at the entry door, helping on some of the many rides and competitions, with the food or distributing presents in the Santa's cave. . We find this serves as an excellent team building exercise and some companies use it for just that reason.

#### ***Certificates of Appreciation***

We will supply certificates of appreciation bearing your company name to display at your locations throughout the country. These are promoted heavily on Radio, Newspaper and Television urging people to support companies that display them for they are the ones that have made the day possible.

#### ***Christmas Party Photographic Reports***

After the event we will send you the Christmas Party Photographic Reports featuring colour photos of the great events and a summary of each day's activities. All supporting businesses in these regions will receive one also and we put your logo on these highlighting you as the major sponsor of the day.

**Please note:** this is what is guaranteed you will receive. There is always a lot more promotion involved such as TV news, newspaper reports, community newspapers, company flyers, magazine articles etc. This gets larger and larger every year as more people find out about the magnitude and emotion of this special day.

*Mark Wikstrom --- National Event Coordinator*

Website - [www.sccpnz.co.nz](http://www.sccpnz.co.nz) E Mail - [markw@sccpnz.co.nz](mailto:markw@sccpnz.co.nz)

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