



Gold Sponsorship - \$10,000 + GST

Radio Hauraki 94.3FM, 98.3ZM, Newstalk ZB and Classic Hits 97.5FM, in association with the Cancer Society of New Zealand and Variety-The Children's Charity, are pleased to submit this proposal for the 2011 Radio Network Special Children's Christmas Party. After extremely successful events in the past 11 years, this year's event will be held, (TBC) once again at the Mystery Creek Events Centre. The children invited to the party will be sourced through schools and various community, charity and Government organizations from Rotorua, Waikato and The Bay Of Plenty exclusively and will be suffering with one or more of the following; life threatening illness, physical or intellectual impairment, victims of vehicle accidents/domestic violence or living in disadvantaged circumstances.

PLANNING

Staff of the Radio Network 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 over 1800 children to attend this FREE Christmas party.

The party will start at 11am on (TBC) and will go for three and a half fun-filled hours, during which time the children will be treated to a star-studded stage show featuring many local and national artists. There'll also be rides, face painting, merry-go-rounds, jumping castles and animal farms etc. There will be the opportunity to meet many celebrities who will be there to sign autographs and personally meet everyone. With all this fun to be had, the children will need all the burger buns, chippies, drinks, fruit, water, lollies, sandwiches and ice creams, etc, that we can provide.

Father Christmas will arrive in a spectacular fashion, even though Rudolph and the boys have the day off. After greeting everyone from the stage, Santa will meet all the children individually in his HUGE Toy Cave, where **each child will come to collect 3 or 4 of their very own high quality Christmas presents**. Last year there were over 7000 gifts in each Santa's cave large which included large soft toys, educational laptop computers, building sets, toy kitchen sets, radio controlled racing cars (for boys & Girls), MP3 players, schoolbags, puppet sets, cosmetic cases, connect & learn sets, air hockey sets, pirate sets, and many more!!

ROTORUA ADVERTISING SUPPORT PACKAGES

None of this would be possible without the support of the greater Rotorua businesses and we are asking each company for advertising support by way of one of our sponsorship packages to help us stage the 2011 Radio Network Special Children's Christmas Party.

This sponsorship packages is as follows:

640 Radio Company Statements

Hauraki 94.3/98.3ZM, Classic Hits 97.5FM and Newstalk ZB will broadcast your company name acknowledging your generous support of the Rotorua Special Children's Christmas Party.

Certificate of Appreciation

For display in your business, with radio, TV & written press promoting the concept that "wherever you see these certificates displayed, "please support these businesses, for they have made this wonderful event possible".

Product Naming

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, nylon present bags etc. We will place your logo on one of these products and have your staff at one of the events to distribute these.

Website

We will include a link to your website, along with the other major sponsors on our website which can be viewed on www.sccpnz.co.nz

Corporate Identity Signage

Your company banners will be displayed on the day in prominent positions highlighting your company's involvement.

Rotorua Promotion Advertising

We will schedule a minimum of 40 television commercials promoting the above-mentioned concept behind the Certificates of Appreciation, and after the event, a full page colour spread in the newspaper will highlight the day's activities, bringing the certificates to the public's attention once again.

Photographic collage

Report with photos of the day's activities will be posted to you after the event. **This will include your company logo!** These go to every business that supports the party in each area.

Invitation

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

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

THE RADIO NETWORK SPECIAL CHILDREN'S CHRISTMAS PARTY ("TRN SCCP")

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