



## **2011 WAIKATO SPECIAL CHILDREN'S CHRISTMAS PARTY**

### **Bronze Sponsorship - \$3,240 + GST**

Radio Hauraki 96.2FM, 89.8ZM & Newstalk ZB, 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 on Saturday December 3<sup>rd</sup> (TBC). The children invited to the party will be sourced through in excess of 350 LOCAL schools and various community, charity and Government organizations exclusively from the Waikato region 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 Saturday December 3<sup>rd</sup> (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, lollies, water, 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!!

#### **WAIKATO ADVERTISING SUPPORT PACKAGES**

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

#### ***This sponsorship packages is as follows:***

##### **72 Radio Company Statements**

Hauraki 96 / 89.8ZM and Newstalk ZB will broadcast your company name acknowledging your generous support of the Waikato 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".

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

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

##### **Photographic collage**

Report with photos of the day's activities will be posted to you after the event. This will include your company logo!

##### **Waikato 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.

##### **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!!**