



Gold Sponsorship - \$10,000 + 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 3rd (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 3rd (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:

240 Waikato 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.

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

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, T Shirts, canvas 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. N.B. Subject to availability.

Corporate Identity Signage

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

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".

Photographic Collage Reports

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

Television

Your **Company logo** will be included in no less than 40 television commercials to be run on TV 1 & 2

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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