



MARCHFEST

NZ'S BIG *little* CRAFT BEER FESTIVAL

20 MARCH 2021 - NELSON



SPONSORSHIP PROPOSAL



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Welcome

WHAT IS MARCHFEST?

Set in the beautiful, traffic-free environment of Founders Heritage Park, Marchfest is Nelson’s hip harvest hop festival celebrating craft beers, local fine wines, regional cuisine and eclectic music.

This year we are implementing some exciting new additions to Nelson’s iconic Marchfest with a tasting bar, five exclusively invited craft beers from around the country to whet your whistle. Interest in the event is growing each and every year and attendees will be spoiled for choice during the festival in 2021.

Key attributes of the event include it’s focus on sustainability, beer brewing education, and raising awareness of the local hop growing industry and all of this in an atmosphere which promotes responsible drinking. The 2020 post event survey comments reflect this as many attendees loved the ‘relaxed atmosphere’ and ‘the good vibe’ of the event.

Marchfest enhances Nelson’s reputation as the nations artisan capital with the event attracting visitors from not only Nelson and New Zealand, but overseas as well. Musicians, vendors, volunteers and, of course, festival goers can’t wait for Marchfest.

We invite you to be part of Marchfest 2021, Nelson’s iconic craft beer, food and music festival.



DRINK

NELSON

Held in the creative paradise that is Nelson - an irresistible blend of lifestyle and stunning landscape at the top northwest corner of the South Island. From the northern edge of the Southern Alps across the fertile plains and out to a great sweep of beaches, our place is beautifully laid out under a generous sun that delivers New Zealand's highest sunshine hours.

HOPS

At the centre of a good beer lies quality aromatic hops and, as luck would have it, the early English and German settlers to Nelson found the region ideally situated to grow the perfect crop for the bitter brew. Nelson is now the hop centre of New Zealand and Marchfest is its alternative harvest festival - celebrating the end of the annual hop growing season.

BEER

Nelson has a bounty of breweries and is the epicentre of hops in New Zealand. Once again we will be commissioning brand new craft beers from breweries especially for Marchfest.

WINE & CIDER

If beer is not your thing, Marchfest offers a superb range of ciders from the award-winning Peckhams Cider, and locally made wines from our wine sponsor Blackenbrook Vineyards.



FOOD

Expect to see stalls selling anything from freshly caught Nelson Scallops to locally reared venison, berry-based juices to real fruit icecream, not to mention great coffee onsite at the event! Our beer and food matching lunch is proving to be an event of its own, and is a massive hit on the day with beer enthusiasts interested in trying some delicious food matched with equally delicious brews.

MUSIC

As usual there will be an array of great music to support the day and keep the crowd pumping! This year the lineup will include some old favourites and some new exciting sounds.



"GREAT BEER AND FOOD, BREW ZONE"

"It was relaxing and a good mature crowd"

FAMILY

Marchfest is about creating an event where responsible drinking and responsible parenting go hand-in-hand. There are always heaps of activities for the little ones in our designated Kids Zone.

SUSTAINABILITY

Marchfest is working to a long term sustainability plan which aims to make the event carbon neutral and zero waste. Along with our pre-event efforts for this, on the day we ensure there is as small amount of waste around as possible with our waste management team and volunteers tidying up to keep the venue free of debris. We also encourage our stallholders to use recycled or recyclable materials. Festival goers are provided with public transport options which are well utilised!

WHY DO WE NEED SPONSORS?

We are doing this because we believe it's a great event for Nelson, it's good for the local economy, raises the profile of the brewing industry and provides a valuable boost to the local tourism industry - in other words we're not in it for the money. Any sponsorship received assists us with covering our expenses and helps us to continue to offer the lowest ticket prices possible.



"AMAZING MUSIC, GREAT BEERS..."

"The friendly atmosphere and of course, the delicious beer"

Media MESSAGE

Marchfest is geared towards people who make informed choices about their drinks, food and music and who want to attend a family-friendly event which is safe, fun and a bit different to the run-of-the-mill festival.

FESTIVAL SNAPSHOT

12 YEARS OF BEER FESTIVAL HISTORY

\$3M ANNUAL ECONOMIC IMPACT TO THE REGION

3500+ FESTIVAL GOERS ON THE DAY

3300 FACEBOOK FOLLOWERS

10%+ INCREASE IN ATTENDANCE, YEAR ON YEAR!

40% OF ATTENDEES ARE FROM NELSON

30-50 IS THE TYPICAL AGE RANGE OF ATTENDEES

85%+ ARE VERY LIKELY TO ATTEND IN FUTURE YEARS

60% OF ATTENDEES ARE FROM OUTSIDE OF NELSON

85% OF SURVEYED ATTENDEES WHO WERE FROM OUT OF TOWN CHOSE TO VISIT NELSON BECAUSE OF Marchfest

MEDIA PLAN

Marchfest is supported by an extensive media plan and achieves national coverage. We have moved to more targeted and relevant marketing such as social media campaigns, cinema advertising, public buses, billboards and spaces at the Nelson Airport. Along with other directed advertising below:

- Dedicated website: www.Marchfest.com
- Event websites such as Eventfinder and It's On
- Radio and print in nationwide publications including community newspapers and press releases
- Social media including but not limited to Facebook, Instagram and Twitter
- Targeted digital advertising
- Blogs such as The Shout and Beer and Brewer
- E-Newsletter blasts to our 2000+ database
- 2000+ Marchfest fliers distributed throughout NZ
- Marchfest posters displayed throughout the Nelson-Tasman Region, Wellington and other central areas around New Zealand
- Airport and bus back signage





GOLD
SPONSORSHIP PACKAGE
\$7,500 + GST
 (1 x available)

BENEFITS OF SPONSORSHIP

- Enhance your image and shape consumer attitudes
- Heighten your visibility through positive publicity
- Differentiate yourself from your competitors
- Market your brand to core consumers
- Increase brand awareness and develop brand loyalty
- Take advantage of the extensive media awareness

Marchfest sponsorship programme is designed to provide you with the greatest possible exposure and opportunities to reach and impact your key target demographics. Every level of sponsorship provides specific marketing rights and benefits.

PLEASE NOTE: Contra will be considered up to the value of 50% of total sponsorship.

To tailor a package to fit your marketing and budget objectives, please contact:

louise@nelsonvenues.co.nz or phone +64 21 404 181



As the Gold Sponsor, your organisation will enjoy an excellent level of exposure. We view our Gold Sponsor as our partner in the successful execution of Marchfest and will constantly work alongside you to provide opportunities to promote your company.

As a Gold Sponsor, your organisation will receive considerable exposure and recognition through the following benefits:

- Logo on Marchfest tickets
- Space for a corporate display and/or trade stand to market products or services (where applicable)
- Recognition as Gold Sponsor (with organisation logo) on all promotional material including posters and event flyers
- Recognition as Gold Sponsor on all online promotion and email blasts
- Recognition as Gold Sponsor on signage prominently displayed prior to and throughout the event
- Recognition as Gold Sponsor (with organisation logo) on the sponsors' page of the Marchfest website, including a 100 word profile and hyperlink to your organisation's home page
- Logo in the festival programme / tasting notes
- Inclusion in press releases: radio and print (when applicable)
- Twenty complimentary tickets
- Referral to your Facebook page from the Marchfest Facebook page with acknowledgement of sponsorship
- Opportunity to customize the package to best show off and activate your brand and objectives



SILVER

SPONSORSHIP PACKAGE
\$3,500 + GST
(2 x available)

BRONZE

SPONSORSHIP PACKAGE
\$2,000 + GST
(3 x available)

As the Silver Sponsor, your organisation will enjoy a strong alignment with Marchfest through the many opportunities for branding and exposure, prior to, during and after the event.

As a Silver Sponsor, your organisation will receive considerable exposure and recognition through the following benefits:

- Recognition as Silver Sponsor (with organisation logo) on all promotional material including posters and event flyers
- Recognition as Silver Sponsor on all online promotion and email blasts
- Recognition as Silver Sponsor on signage prominently displayed prior to and throughout the event
- Recognition as Silver Sponsor (with organisation logo) on the sponsor's page of the Marchfest website, including a 100 word profile and hyper-link to your organisation's home page
- Logo in the festival programme / tasting notes
- Space for corporate display or stand
- Ten complimentary tickets
- Referral to your Facebook page from the Marchfest Facebook page with acknowledgement of sponsorship

As a Bronze Sponsor, your organisation will enjoy a strong alignment with Marchfest through the many opportunities for branding and exposure, prior to, during and after the event.

As a Bronze Sponsor, your organisation will receive considerable exposure and recognition through the following benefits:

- Recognition as Bronze Sponsor on all online promotion and email blasts
- Recognition as Bronze Sponsor on signage prominently displayed at the event
- Recognition as Bronze Sponsor (with organisation logo) on the sponsor's page of the Marchfest website, including a 100 word profile and hyper-link to your organisation's home page
- Logo in the festival programme / tasting notes
- Five complimentary tickets
- Referral to your Facebook page from the Marchfest Facebook page with acknowledgement of sponsorship



WRISTBAND

SPONSORSHIP PACKAGE
\$3,000 + GST
(1 x available)

Cash only - no contra available on this package



MUSIC

SPONSORSHIP PACKAGE
\$2,500 + GST
(1 x available)



Marchfest 2021 will be introducing the inaugural use of Radio Frequency Identification (RFID) Wristbands. These are worn during the event and offer quick site access and cashless payments. With a tap of the wrist the purchase of beer, wine and food is processed digitally and accessed in real time. Attendees can top up funds before the event and on-site via mobile and self service kiosks. This sponsorship presents high visibility of your brand to the target market. Entitlements include:

- Your organisation's logo alongside the Marchfest logo on the wristband.
- Recognition as Wristband Sponsor on all online promotion and email blasts
- Recognition as Wristband Sponsor on signage prominently displayed at the event
- Logo in the festival programme / tasting notes
- Recognition as a Wristband Sponsor (with organisation logo) on the Marchfest website, including a hyperlink to your organisation's home page
- Six complimentary tickets
- Referral to your Facebook page from the Marchfest Facebook page with acknowledgement of sponsorship

As the Music Sponsor, your organisation will have naming rights of the music marquee at Marchfest including opportunities for branding and exposure, prior to, during and after the event. Entitlements include:

- Recognition as Music Sponsor on all online promotion and email blasts
- Recognition as Music Sponsor on signage prominently displayed at the event
- Recognition as Music Sponsor (with organisation logo) on the sponsor's page of the Marchfest website, including a 100 word profile and hyper-link to your organisation's home page
- Logo in the festival programme / tasting notes
- Five complimentary tickets
- Referral to your Facebook page from the Marchfest Facebook page with acknowledgement of sponsorship



BEER & FOOD MATCHING LUNCH

SPONSORSHIP PACKAGE
\$2,500 + GST
(1 x available)

MARCHFEST SUPPORTER

SPONSORSHIP PACKAGE
**UP TO \$1000+GST OR
CONTRA UP TO THE VALUE OF \$1500**

As the Beer & Food Matching Lunch Sponsor, your organisation will have naming rights of the lunch at Marchfest including opportunities for branding and exposure, prior to, during and after the event. Entitlements include:

- Recognition as Beer & Food Matching Lunch Sponsor on all online promotion and email blasts
- Recognition as Beer & Food Matching Lunch Sponsor on signage prominently displayed at the event
- Recognition as Beer & Food Matching Lunch Sponsor (with organisation logo) on the sponsor's page of the Marchfest website, including a 100 word profile and hyper-link to your organisation's home page
- Logo in the festival programme / tasting notes
- Five complimentary tickets
- Referral to your Facebook page from the Marchfest Facebook page with acknowledgement of sponsorship

Become a Marchfest Supporter and help back this iconic Nelson event. Entitlements include:

- Your organisation's logo on sponsor board displayed in the beer hall and music marquee.
- Recognition as Marchfest Supporter (with organisation logo) on Marchfest website, including a hyperlink to your organisation's homepage
- Recognition as Marchfest Supporter (with organisation logo) on festival brochure
- Two complimentary tickets

BOOKING FORM

To book a sponsorship package, please complete this booking form and return it to our address below. We will send you an invoice with payment options. Thank you for supporting our festival! Once we have received your completed form, event staff will contact you to discuss arrangements, sponsorship benefits and recognition.

Company Name _____

First Name _____ Last Name _____

Email _____ Phone _____

- | | | | |
|-----------------------|-----------------------|-------------------------|-----------------------|
| GOLD \$7,500 + GST | <input type="radio"/> | MUSIC \$2,500 + GST | <input type="radio"/> |
| SILVER \$3,500 + GST | <input type="radio"/> | LUNCH \$2,500 + GST | <input type="radio"/> |
| BRONZE \$2,000 + GST | <input type="radio"/> | SUPPORTER \$1,000 + GST | <input type="radio"/> |
| WRISTBAND \$3,000+GST | <input type="radio"/> | | |

SPONSORSHIP BOOKING AND PAYMENT CONDITIONS

1. Sponsorship will be allocated on receipt of signed sponsorship booking form. A letter of confirmation will be provided to confirm the booking, together with a tax invoice for the required 50% deposit. Payment is due seven days after receipt of invoice. Applications received after 1 Feb, 2021 must include immediate full payment.
2. All monies due and payable must be received (and cheques cleared) by the event organisers prior to the event. No company will be listed as a Sponsor in any Marchfest material until full payment and a booking form have been received by the event organisers.
3. CANCELLATION POLICY: Refunds may not be possible, please contact the event organiser.
4. No sponsor shall assign, sublet or divide a portion of the whole or any part of their sponsorship package except upon prior written consent of the event organiser.
5. Sponsorship monies will facilitate the successful planning and promotion of Marchfest in addition to subsidising the cost of management, communication, invited speakers and publications.



cheers and beers
WE'LL SEE YOU THERE!
- the Marchfest team



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