



**VolFest**  
**2020**

**DO SOMETHING GREAT**

VolFest is the latest free festival to hit Tauranga!

Presented by a Principal Sponsor in association with Volunteering Bay of Plenty.



Volunteering is at the heart of so many organisations  
and causes in our community.

This is your chance to get involved and  
**do something great.**

The definition of a grass roots event, VolFest is a celebration of giving back, learning new skills and putting your own skills to use to make a true difference in our special community.

Over a hundred organisations will be showcasing their services at the event, giving people the opportunity to learn more and become part of the volunteering movement in Tauranga.

If not you, who? If not now, when? Those are the two questions we'll be hoping this event poses to everyone who comes along. We need

your support to make this event happen, where community connections, spirit and togetherness will be at the centre.

The celebratory atmosphere will include food trucks galore, music and entertainment on stage, activated areas that provides fun for the whole family, we are even including an animal zone.

Please join us in making the inaugural VolFest on 4th April 2020 a special way of connecting and enhancing our vibrant community.



A group of seven people are silhouetted against a bright sunset sky. They are standing in a line, facing away from the camera, with their arms raised in the air. The sun is low on the horizon, creating a strong lens flare effect. The background shows a landscape with some buildings and trees in the distance. The overall mood is celebratory and communal.

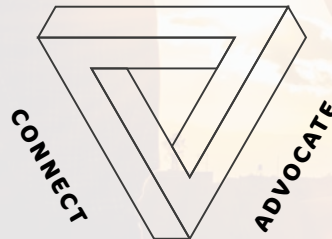
# the event

An event deeply entrenched in the value of community participation, VolFest will inspire visitors with ways to get involved and 'give back' through volunteering roles.

The focus will be on celebrating and showcasing all organisations requiring volunteer input.

# the event profile

EDUCATE



Music drifting through, activities for the kids, friendly competitions between organisations, roving entertainment and a bevy of food options from the food trucks lining the dining precinct: the atmosphere at VolFest promises to be fun, celebratory and community oriented. A stage for music and dance.

Showcasing a hundred volunteer organisations in a line-up of 100 pop-up stalls, each organisation will have a 3x2 metre space to showcase, what they do and ways in which event goers can help and contribute their time and skills. Organisations will be grouped in specific areas e.g. animals, environment, disability, education, service, sports etc., surrounding by a large central marquee.

A robust marketing strategy, including radio and print media, a wide network of databases, social media, word-of-mouth, street posters and signage to publicise the event means we expect an attendance for the first year of at least 3500, increasing year-on-year.

The future goal of VolFest is to encourage community volunteer festivals nationwide with Tauranga remaining as the flagship festival.

**April 4, 2020**

10am – 3pm

Historic Village

Wet weather venue: St Johns





## the VolFest event visitor profile

- ▶ Actively searching for ways to give back to the community
- ▶ Family oriented
- ▶ Broad 25-75 age range but commonly community minded
- ▶ Socially and environmentally conscious
- ▶ Slight female skew – women are more likely to volunteer and plan discretionary income and social events
- ▶ Over 50 percent of New Zealanders have volunteered in some form – through an organisation or helping others
- ▶ High income earners and educated





# sponsorship opportunities

Sponsoring VolFest gives your business an opportunity to support both the causes and your community at a grass roots level. You'll be talking to a community-engaged and aware audience – the people who make a difference every day.



The following sponsorship options are available.  
Please chat to us about how we can work within  
your specific objectives if the benefits listed don't  
quite match your strategic goals.

**official principal partner of VolFest**

**SOLD**

**gold partner**

**silver partner**

**bronze partner**

SPONSORSHIP OPTION ONE

## the official principal partner of VolFest

Official naming rights for 2020 with the first option to renew for the next two years.

“VolFest presented by..”

Integrated logo with presenting partner.

### Event benefits

- ▶ Logo will be displayed in event logo lock up across all event branded signage
- ▶ Entrance brand signage x 2 through walkway
- ▶ Flag signage x 10 throughout the event (partner to provide branded flags)
- ▶ Central marquee naming rights and branding opportunities
- ▶ Activation space in central marquee or onsite
- ▶ 3x2 marquee to dress with branding and use for event activation



# the official principal partner of VolFest

## Lead up marketing benefits

- ▶ 2 x Integrated content pieces in Volunteer Bay of Plenty electronic newsletter database to 4100 people – pre and post event
- ▶ Integrated logo across any electronic newsletters promoting the event
- ▶ Social media mentions across Instagram and Facebook
- ▶ Logo lock up across all print material in the lead up, including newspaper, posters and outdoor advertising
- ▶ Logo mentions across all radio advertising in the lead up
- ▶ Event logo lock up across all other marketing material

- ▶ Marketing kit with logos and creative assets to use across your own marketing and social media channels
- ▶ Website landing page with logo credit and link to your organisation
- ▶ Pre Event video

## Post event

- ▶ Sponsorship report and access to research documents for key event audience demographics
- ▶ Post event video

**Investment:** \$30,000 +gst

## SPONSORSHIP OPTION TWO

# gold partner

### Event benefits

- ▶ Inclusion in the event sponsor panel across all marketing material and signage at the event.
- ▶ 3 x 2 marquee space for use for activation space
- ▶ Category naming rights of a specific volunteer area
- ▶ 1 x integrated content piece in Volunteer Bay of Plenty electronic newsletter database to 4100 people
- ▶ Social media mentions across Instagram and Facebook
- ▶ Sponsor panel inclusion across all printed collateral associated with the event including posters, newspaper and outdoor advertising
- ▶ Marketing kit with logos and creative assets for use across your own marketing and social media channels
- ▶ Option to activate onsite e.g. create a seating area for the food precinct with branded umbrellas and seating
- ▶ 4 x branded flags onsite (partner to provide branded flags)

**Investment:** \$10,000 +gst





SPONSORSHIP OPTION THREE

# silver partner

## Event benefits

- ▶ 2 x branded flags onsite
- ▶ 1 x integrated content piece in electronic newsletter
- ▶ Website landing page logo credit linking to your organisation
- ▶ Marketing kit to promote partnership through your own channels
- ▶ 2 x social media mentions

**Investment:** \$5,000 +gst



## SPONSORSHIP OPTION FOUR

# bronze partner

### Event benefits

- ▶ 2 x branded flags onsite (partner to provide branded signs)
- ▶ Website landing page with logo credit linking to your organisation
- ▶ Marketing kit to promote partnership through your own channels
- ▶ 1 x social media mention

**Investment:** \$2,000 +gst





**VolFest**  
**2020**

**THANK YOU!**

**Ron Scott**  
VolFest Organiser

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## SPONSORSHIP BENEFITS COMPARISON

Benefit	Principal Partner	Gold Partner	Silver Partner	Bronze partner
Naming rights	✓			
Brand logo lock up	✓			
Sponsor panel inclusion		✓		
Entrance signage	✓			
Flag signage space	x10	x4	x2	x2
Central marquee naming rights	✓			
Central marquee branding	✓			
3 x 2 marquee	✓	✓		
Option to activate onsite	✓	✓		✓ (roving only)
Volunteer area naming rights	✓	✓		
eDM content	✓	✓	✓	✓
Social media mentions (Instagram and Facebook)	✓	✓		✓
Radio advertising mention as Principal Partner	✓			
Print collateral	✓	✓		
	✓	✓	✓	✓
Website logo link	✓	✓	✓	✓
Marketing kit	✓	✓	✓	✓
Post event report	✓	✓		✓
Post event video	✓	✓		✓



A photograph of a group of people's hands stacked together in a circle, symbolizing teamwork and unity. The hands are of various skin tones. Many of the wrists are wearing blue wristbands with the word 'EMFASIS' printed on them. The background is a soft, out-of-focus light color.

APPENDIX 1.

# site map