

The ASG Parent and Child Show 2010



‘Babymoon’ holiday prize



Wellington 2010

19 – 20 June, TSB Arena

Auckland 2010

29 – 31 October, ASB Showgrounds

www.parentandchildshow.co.nz



New sponsorship opportunity

We want to offer visitors to The ASG Parent and Child Show 2010 the chance to win a 'babymoon' – a holiday package designed to pamper expectant parents before the baby arrives (or give existing parents a luxurious holiday) – and we're looking for a switched-on company to sponsor this new feature.

Why The ASG Parent and Child Show is such a booming success

It's the most high profile and well supported consumer parenting event in New Zealand, pulling in increasing numbers of motivated visitors every year to shows in Auckland, Wellington, and Christchurch since 1993.

In 2009, more than 17,000 people visited more than 300 stands and spent an estimated \$2.3 million, despite the recession and despite the lack of a Wellington show (due to venue difficulties).

North Port Events works hard to maintain this momentum, supporting each show with cleverly targeted PR and advertising campaigns, constantly adding innovative new features, and surveying exhibitors and visitors to drive ongoing improvement.

Headline acts such as Spongebob Squarepants and The Polkadots, plus free educational seminars also help draw in the crowds.

The ASG Parent and Child Show offers your company excellent promotional opportunities, including face-to-face marketing, cross promotions, sales opportunities, and now the new babymoon concept.



The ASG Parent and Child Show Audience

We attract large numbers of qualified prospects determined to prepare for their important role as parents. Visitors are skewed towards females who have high discretionary incomes.

The beauty of our target market is that each year it grows and refreshes as new and expectant parents or parents with babies join the previous year's new parents who now have toddlers and pre-school-aged children. There will always be demand for information, products, and services provided at The ASG Parent and Child Show.





Babymoon prize concept

A babymoon is a new and popular holiday experience designed to enable expectant couples to enjoy a relaxing break before their baby arrives – a bit like a second honeymoon.

The ASG Parent and Child Show's key target audiences are expectant parents and parents of young children who will respond eagerly to the chance to win this highly relevant prize.

When visitors register for the show, their name, age, gender, and email address details are added to our database. In the week following each show, our contracted data collection company sends each visitor a feedback survey.

We propose to drive completion of this survey by offering visitors entry into a draw to win one of two babymoon holiday prizes – one for each of The ASG Parent and Child Shows this year (Auckland and Wellington).

Sponsorship requirements

Investment:

- \$15,000 + GST

Babymoon prize packages x 2:

- Domestic airfares for two
- Rental car
- Two nights accommodation
- Dinner for two
- Sightseeing vouchers
- Pamper packages





Sponsorship benefits

- Two prominent, carpeted exhibition spaces comprising 21.6 m² at each of the Auckland and Wellington shows worth in excess of \$11,000.
- Face-to-face exposure to expected crowds in excess of 17,000 adult visitors.
- Inclusion in advertising campaign worth approximately \$200,000.
- Inclusion in public relations coverage worth more than \$300,000.
- Logo, link, and exclusive offers on The ASG Parent and Child Show website, including a home page rotating banner that leads to details of how to be in to win.
- Email newsletters promoting the babymoon prize.
- Opportunity to add your own question to the visitor survey, receive report on the findings, plus access to the 'opt-in' database.
- Brand association with New Zealand's most respected parenting event.
- Significant potential to inform and influence consumers regarding travel packages.

We thank you for your consideration of our proposal. We welcome feedback and discussion on how we can work together on this important and exciting event.

To discuss your involvement further, please contact:

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