

The ASG Parent and Child Show 2010



Exclusive car sponsorship proposal



Wellington 2010

19 – 20 June, TSB Arena

Auckland 2010

29 – 31 October, ASB Showgrounds

www.parentandchildshow.co.nz



New sponsorship opportunity

For the first time we are offering the chance for one car company to sponsor The ASG Parent and Child Show in return for valuable and exclusive promotional opportunities and benefits.

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, demonstrations, and sales opportunities.



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 promoted at The ASG Parent and Child Show.





A golden opportunity for a car company

The parents who attend The ASG Parent and Child Show do so because they are looking for the products and services that will help them provide the best, safest, and healthiest environment for their children.

As families grow, they often start looking around for a bigger car. Nearly 70% of visitors rated their family car as one of their top four budgeting priorities at the 2009 shows.

The ASG Parent and Child Show offers a range of exclusive promotional opportunities for our car sponsor:

- 4 x end-of-aisle stands at the Auckland show, providing 43m² of prominent, carpeted exhibition space. Value = \$10,432.80 + GST.
- 2 x end-of-aisle stands at the Wellington show, providing 21.6m² of prominent, carpeted exhibition space. Value = \$5040 + GST.
- Other prominent display opportunities for vehicles around the venues.
- Promotion via test drives at each venue.
- Potential cross promotion with car seat company – time trials to see which visitor can install the car seat in your car the quickest. Fastest time wins a car seat.
- Potential cross promotion with baby buggy company: demonstrations to show how easily their buggies will stow in your car boot.
- Car ride simulator: provide one of these new inventions that mimic the sounds and vibrations of a car ride to send babies to sleep. At the show, it would be provided as a service to parents with babies who need to nap but are having trouble getting to sleep at the show.
- Email newsletters promoting your brand and your involvement with the show.
- Opportunity to add own question to our post-show visitor survey and receive a report on the findings, plus access to the 'opt-in' database.
- Logo, link, and exclusive offers on The Parent and Child Show website, including a home page rotating banner.
- Inclusion in advertising campaign worth approximately \$200,000.
- Inclusion in public relations coverage worth more than \$300,000.





Car sponsorship benefits

- Face-to-face exposure to expected crowds in excess of 17,000 adult visitors.
- Ability to demonstrate the features and benefits of your products to this large, qualified audience.
- Brand association with New Zealand's most respected parenting event.
- Significant potential to inform and influence consumers.
- Opportunities to expand your sales databases.
- Market stimulation.
- Increase sales of vehicles.

Sponsorship requirements

Investment:

- \$20,000 + GST

Product:

- All cars, signage, logos, and exhibition stand design to be provided by the sponsor.

We thank you for your consideration of our proposal. We welcome feedback and discussion on how we can work together to make this sponsorship happen.

To discuss your involvement further, please contact:

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