

The Performing Arts Network of New Zealand (PANNZ)

ARTS MARKET

Sponsorship Opportunities 2019

Overview

The Annual Performing Arts Network of New Zealand (PANNZ) Arts Market is the sole marketplace for professional New Zealand performing arts in Aotearoa. The event is unique in that it brings together hundreds of performing arts professionals, representing theatres and festivals, producers, artists and supplier organisations, under one roof.

This is the place where the performing arts industry comes together. If you have a product or service that you'd like to showcase to decision-makers from right across the sector – then you need to be here.

Opportunities are available at all levels of investment.

PANNZ Marketing & Audience Development Manager

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Previous sponsors & supporters

Without the support of our sponsors, PANNZ Arts Market simply would not be possible. We'd like to acknowledge those that sponsored PANNZ Arts Market 2018. And, many have already indicated that they intend to support again.



Supporters

Market Supporters

Align your organisation with the PANNZ Arts Market as a recognised Market Supporter.

Includes:

- Logo placements on conference screens, collateral, and on the National Touring Selector (NTS) website – a digital tool used throughout each day by delegates
- Option to display a pull-up banner on-site
- Speaking opportunity to delegation if there is time in the schedule on the day

Investment: \$750 + GST

Add-on Artist Support

Market supporters can also choose to support an artist to attend the PANNZ Arts Market by covering the costs of their registration. This is a great way to align with a local community by supporting an artist from your region or community, or to extend your support in a meaningful way

Investment: An additional \$250 + GST per artist you choose to support.

Hospitality Partner

Contribute to the cost of lunch or drinks on one day:

- Logo placements on conference screens, collateral, and on the National Touring Selector (NTS) website – a digital tool used throughout each day by delegates.
- Opportunity to address the audience prior to your lunch or drinks (up to 5 mins)
- Opportunity to display a pull-up banner on site
- Opportunity to provide a small item for placement on tables, i.e. a pen, notepad, calendar for delegates to take away (to be discussed for exclusivity)
- 1 x 3-Day Delegate Registrations for your organisation

Investment: \$1,750 + GST (lunch) or \$2,250 + GST (drinks)

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PARTNERS

Ideas Partner

Are you an organisation that wants to be seen as innovative, at the cutting edge and leading the way? This is the opportunity for you. Be the official partner of our 'Encounter – What's New?' sessions. Showcasing the innovators and the dreamers. Those with a fresh new idea to pitch, these will be the productions that change the game and stretch our imaginations.

As the supporting partner of our Encounters programme we will acknowledge your support in the following ways:

- Name partnership i.e. The ←insert your organisation here→ 'Encounter – What's New?' session
- Logo placements on conference screens, collateral, and on the National Touring Selector (NTS) website – a digital tool used throughout each day by delegates.
- Email Newsletter inclusion/announcement
- Social Announcement via PANNZ Facebook and Twitter pages
- Opportunity to address the audience prior to the first 'Encounter – What's New?' session (up to 5 mins)
- Opportunity to display a pull-up banner on site.
- Opportunity to provide a small item for placement on tables, i.e. a pen, notepad, calendar for delegates to take away (to be discussed for exclusivity)
- 1 x 3-Day Delegate Registrations for your organisation

Investment: \$2,500 + GST

Showcase Partner

Short showcases offer a live glimpse in to tour-ready shows. Each short showcase includes a 15-minute live performance as well as a short presentation/pitch. With approx. 10 short showcases throughout the programme you will get maximum exposure for your brand alongside a much anticipated and highly entertaining part of the Arts Market schedule.

As the supporting partner of our short showcases we will acknowledge your support in the following ways:

- Name partnership i.e. The ←insert your organisation here→ 'Encounter – What's New?' session
- Logo placements on conference screens, collateral, and on the National Touring Selector (NTS) website – a digital tool used throughout each day by delegates.
- Email Newsletter inclusion/announcement
- Social Announcement via PANNZ Facebook and Twitter pages
- Opportunity to address the audience prior to the first 'Encounter – What's New?' session (up to 5 mins)
- Opportunity to display a pull-up banner on site.
- Opportunity to provide a small item for placement on tables, i.e. a pen, notepad, calendar for delegates to take away (to be discussed for exclusivity)
- 1 x 3-Day Delegate Registrations for your organisation

Investment: \$2,500 + GST

Music Partner

The Music Showcase is always a lot of fun and has a life and a vibe of its own.

As the supporting partner of our Music Showcase we will acknowledge your support in the following ways:

- Name partnership i.e. The ←insert your organisation here→ Music Showcase
- Logo placements on conference screens, collateral, and on the National Touring Selector (NTS) website – a digital tool used throughout each day by delegates.
- Email Newsletter inclusion/announcement
- Social Announcement via PANNZ Facebook and Twitter pages
- Opportunity to address the audience prior at the Music Showcase (up to 5 mins)
- Opportunity to display a pull-up banner on site and exclusive placement during the Music Showcase
- Opportunity to provide a small item for placement on tables, i.e. a pen, notepad, calendar for delegates to take away (to be discussed for exclusivity)
- 1 x 3-Day Delegate Registrations for your organisation

Investment: \$4,000 + GST

Pitching Partner

The pitches are the core of the overall Arts Market programme. This sponsorship gives prominent recognition and alignment with approx. 20+ pitches throughout the programme.

As the supporting partner of our Pitch sessions we will acknowledge your support in the following ways:

- Name recognition – Pitch Sessions proudly supported by ←your organisation→
- Logo placements on conference screens, collateral, and on the National Touring Selector (NTS) website – a digital tool used throughout each day by delegates.
- Email Newsletter inclusion/announcement
- Social Announcement via PANNZ Facebook and Twitter pages
- Opportunity to address the audience prior at first pitch session of each day (up to 5 mins)
- Opportunity to display a pull-up banner on site.
- Opportunity to provide a small item for placement on tables, i.e. a pen, notepad, calendar for delegates to take away (to be discussed for exclusivity)
- 1 x 3-Day Delegate Registrations for your organisation

Investment: \$5,000 + GST

Shows Partner

As a new and exciting addition to the Arts Market programme, we will be programming at least 3 full-length showcases in to the Market Schedule each evening. These will be free for delegates to attend and showcases exceptional work that is ready to tour both nationally and internationally. Be the first Shows Partner of the PANNZ Arts Market, and be associated with exceptional work, and the real-deal finished product.

As the supporting partner of our Full-Length Showcases we will acknowledge your support in the following ways:

- Name partnership i.e. ←insert your organisation here→ Full-Length Showcase
- Prominent Logo placements as a recognised Partner, ahead of each Full-Length showcase (x 3 evening performances)
- Email Newsletter inclusion/announcement
- Sponsorship announcement via PANNZ Facebook and Twitter pages
- Opportunity to address the audience prior to each Full-Length Showcase (up to 5 mins)
- Opportunity to display a pull-up banner on site and exclusive placement on-site at the Herald Theatre, the dedicated full-length showcase theatre venue. Plus, work with us to identify opportunities for exclusive brand placement in the Herald Theatre foyer.
- Opportunity to provide a small item for placement on tables, i.e. a pen, notepad, calendar for delegates to take away
- 1 x 3-Day Delegate Registrations for your organisation & 10 x invitations for staff to attend full-length showcases

Investment: \$6,000 + GST (or \$2,250 + GST to sponsor just one of the full showcases)

Benefits table

\$ ex GST	Logo Placements	Email/ Social Media Announcement	Guaranteed Speaking Opportunity	Pull-Up Banner	Exclusive Branding Opportunities	Delegate Registration	Full Showcase Staff/ Guest Tickets
Market Supporter \$750	●						
Hospitality Partner – Lunch \$1,750	●		●	●		●	
Ideas Partner \$2,500	●	●	●	●		●	
Showcase Partner \$2,500	●	●	●	●		●	
Music Partner \$4,000	●	●	●	●	●	●	
Pitching Partner \$5,000	●	●	●	●		●	
Shows Partner \$6,000	●	●	●	●	●	●	●