



# OutdoorExpo Sponsor Prospectus

**September 2024  
CHRISTCHURCH**





# SPONSORSHIP

Unlock the opportunity to elevate your brand at the Outdoor Expo by exploring our tailored sponsorship packages. Sponsoring this premier event not only amplifies your visibility among a targeted audience of outdoor enthusiasts and adventurers but also positions your brand as a leading figure in the outdoor industry.

Benefit from direct engagement with customers, enhanced brand recognition through prominent expo presence, and exclusive media exposure. Our sponsorship opportunities are designed to cater to a range of objectives and budgets, ensuring your brand stands out at this much-anticipated event.

Leverage the power of sponsorship to showcase your commitment to outdoor lifestyles, creating memorable moments and lasting impressions, drive sales, and forge meaningful connections. Each package is designed to maximise your brand exposure and deliver a measurable return on investment. Join us now and discover how you can make a significant impact at the inaugural Outdoor Expo.



# WHY SPONSOR

## **ELEVATE YOUR BRAND WITH OUTDOOR EXPO SPONSORSHIP**

Align your brand with Outdoor Expo, a premier event that celebrates the end of winter and the beginning of epic outdoor adventures. As a sponsor, you gain exclusive access to a diverse and engaged audience of 20,000+ attendees.

### **TARGETED EXPOSURE**

Reach a niche market of outdoor enthusiasts, and adventure seekers, who are actively seeking products and services like yours.

### **BRAND VISIBILITY**

Enjoy prominent visibility through strategic placement in event promotions, on-site signage, and digital platforms, ensuring your brand stands out.

### **MARKET DIFFERENTIATION**

By sponsoring the Outdoor Expo, your brand will stand out from competitors, ensuring you are positioned as an industry leader and reinforcing your unique selling points.

### **COMMUNITY ENGAGEMENT**

Demonstrate your commitment to the community by supporting a meaningful event that resonates with our audience, fostering positive brand associations.

### **NETWORKING OPPORTUNITIES**

Attend an exclusive exhibitor mingle on the eve of the Outdoor Expo, offering a unique chance to network with industry peers.

### **CUSTOMISED PACKAGES**

Tailor your sponsorship to align with your marketing goals. Choose from a range of packages that offer unique opportunities for brand integration and activation.





# KEY DATES

## OUTDOOR EXPO

Saturday 14th & Sunday 15th September 2024 | 8:30am - 5.00pm

### Exhibitor & Sponsors Function

Friday 13th September 2024 | 5:00pm - 8.00pm

Join us for drinks and nibbles on the Friday evening as we welcome Exhibitors and Sponsors to the inaugural Outdoor Expo. This will be a great opportunity to mingle and network with fellow industry leaders ahead of the busy weekend! Tickets are included in the sponsorship package or can be individually purchased at a rate of \$50 per person. They are available for order through your Exhibitor Application Form.

[www.outdoorexpo.co.nz](http://www.outdoorexpo.co.nz)



# INDUSTRIES

The Outdoor Expo is for all businesses within the outdoor industry. Whether it's a product, service or experience, and you sell, produce, repair, promote, provide or educate - this Expo is for you!

- 4x4 & Accessories
- Campervans & Caravans
- Adventure Tourism
- Apparel & Equipment
- Boating & Watercraft
- Camping & Tramping
- Clubs & Organisations
- Diving & Snorkeling
- Electronics/Technology
- Emergency/Survival
- Equestrian & Horse Trekking
- Food & Beverages
- Gas/LPG Products
- Hunting & Fishing
- Mountain Biking & Cycling
- Outdoor Living
- Dog Jackets & Accessories
- Snow & Alpine Sports
- Surfing & Paddle boarding
- and more!





# SPONSORSHIP CATEGORIES



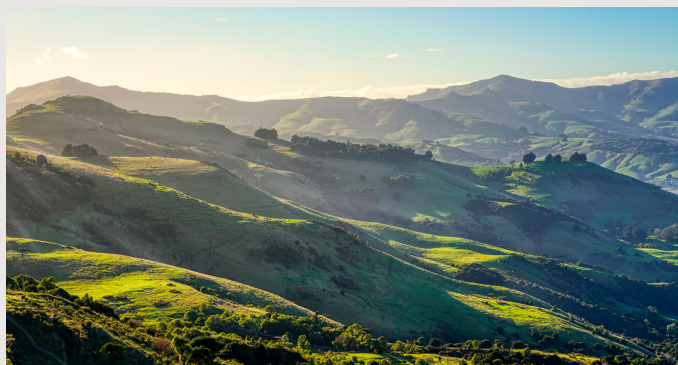
## **PLATINUM | \$50,000**

With just one opportunity available to partner, become our Platinum sponsor, maximum exposure with your brand front and centre of our attendee's experience. Your company branding will be featured on main entryways and major show signage, as well as profiled through a strategic PR package.



## **GOLD | \$20,000**

Harness the potential of our Outdoor Expo industry categories through a Gold level investment, ensuring premium brand exposure. Elevate your brand to the forefront of the industry as a category partner.



## **SILVER | \$10,000**

A Silver sponsorship package offers an impactful and unique opportunity to increase brand awareness and drive sales at the Outdoor Expo through a comprehensive marketing and branding package.



## **BRONZE | \$5,000**

Our Bronze package offers an affordable sponsorship option for the inaugural Outdoor Expo. It's the perfect way to upgrade your exposure from exhibitor to sponsor in 2024.



# INCLUSIONS

Feature	Platinum	Gold	Silver	Bronze
Naming rights partner to the Outdoor Expo Show	Y			
Logo incorporated into all Outdoor Expo signage and advertising	Y			
Logo incorporated into digital communications	Y			
Feature in the Outdoor Expo programme	Y			
Exhibitor Site (size)	20X30	20X20	10X10	3X3
Radio PR coverage	Y	Y	Y	
Dedicated social media posts	4	3	2	2
Logo link to your website via the Outdoor Expo website	Y	Y	Y	Y
Naming rights to partner with a industry category of the Outdoor Expo		Y		
Day tickets to the Outdoor Expo 2024	20	20	10	10
Invitations to the Exhibitor and Sponsor Function	10	5	5	2
Reserved onsite parking	2	2	2	1
Additional advertising opportunities at a discounted rate	Y	Y	Y	Y
Ability to purchase additional exhibitor space at a discounted rate	Y	Y	Y	Y





# OutdoorExpo



## **CAN'T FIND THE PERFECT FIT?**

If you can't find a sponsorship package that aligns perfectly with your goals for the Outdoor Expo 2024, fret not. Let us know your objectives, and we'll work closely with you to craft a bespoke sponsorship package tailored to meet your specific needs. Our aim is to ensure that your participation at the 2024 Show is not only memorable but also highly profitable.

## **GOT A PRODUCT SPONSORSHIP INQUIRY?**

We're also open to discussing product sponsorship opportunities that could enhance the success of our event. If you believe your product could benefit our audience and complement the Outdoor Expo experience, we'd love to hear from you. Reach out to us with your inquiry, and let's explore how we can collaborate for mutual success.

## **FOR FURTHER INFORMATION CONTACT:**

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