

# SPONSORSHIP PROPOSAL

THE

PLAYHOUSE

CHALLENGE

CANTERBURY



birthright

nurtured ~ resilient ~ inspired  
children & families



Tenants Protection Association  
(Christchurch) Inc.  
Te Tōpu Tiaki-ā-Kainoho



# TENANTS PROTECTION ASSOCIATION (CHCH) INC

## Our vision:

**Our vision is about home. The opportunity to create a place of safety, joy, growth, stability, creativity and wellness.**

## What we do:

**Provide tenancy advice, advocacy and education for the Christchurch area.**

**Protect, promote and advance generally the rights, interests and welfare of tenants in the Christchurch region.**



# BIRTHRIGHT CANTERBURY TRUST

## Our vision:

**Birthright Canterbury believes that all children have the right to a happy, secure and loving home environment.**

## What we do:

**We work with single parents / caregivers and their children to build confidence, develop life skills, and achieve financial and personal independence.**



# WHAT IS THE PLAYHOUSE CHALLENGE?

The Playhouse Challenge will see leading architects and building teams compete to receive an award for Canterbury's 'Best Architectural Playhouse' and/or a 'People's Choice' award.

Five playhouses will be showcased at the 2017 Star Home & Leisure Show and judged by a panel of experts. They will then be auctioned with proceeds shared between Birthright Canterbury and TPA.





# WHAT IS THE PLAYHOUSE CHALLENGE?

Although this will be the first Playhouse Challenge in New Zealand, it is based on Kids Under Cover's very successful Cubby House Challenge in Australia.

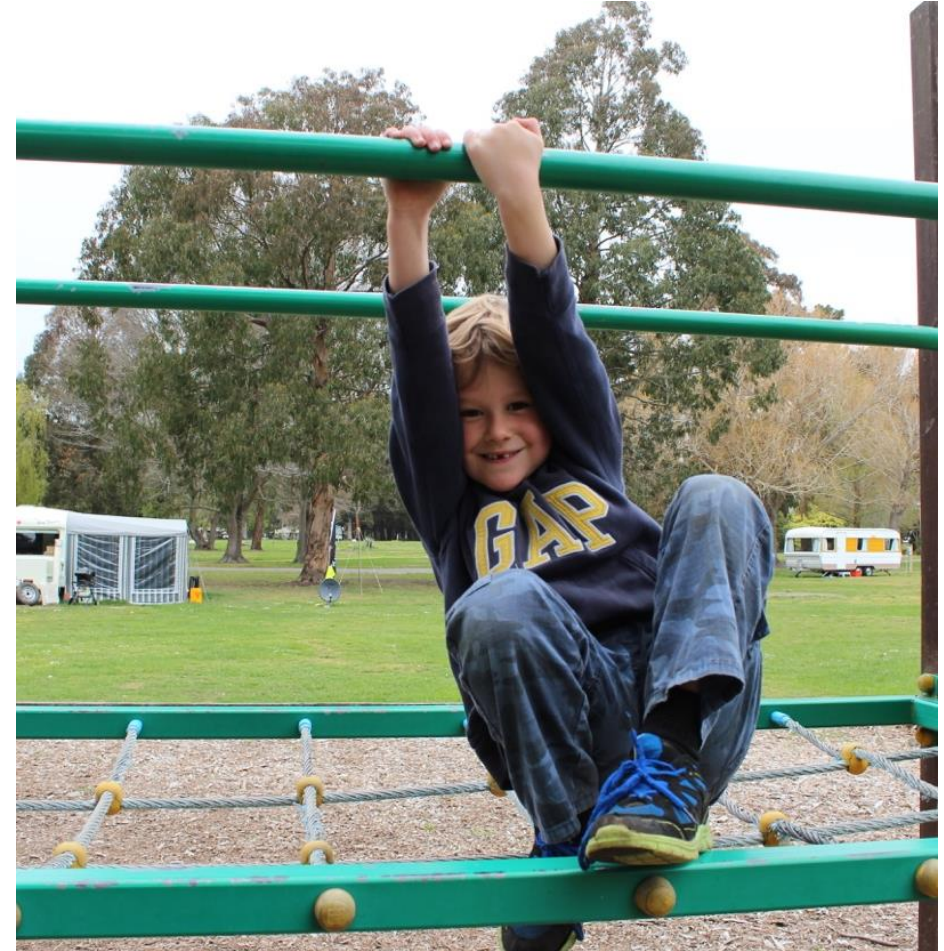
As a sponsor of the Playhouse Challenge, your brand will be supporting this fundraiser and the great work that is being done by two strong Canterbury charities.



# AIMS OF THE PLAYHOUSE CHALLENGE

## Purpose:

1. Raise vital funds for the TPA and Birthright Canterbury.
2. Raise awareness of both organisations and their work with Canterbury people.





# WHAT IS THE ISSUE?

**Housing is an important issue for TPA and Birthright Canterbury clients.**

**TPA provides a range of services to assist tenants to understand their rights and responsibilities. It also offers practical solutions and support to manage housing and related issues.**

**Birthright Canterbury supports single parent families to grow nurtured, inspired, resilient children. Many of these families have or have had major housing issues, particularly since the Canterbury earthquakes.**



# 2017 STAR HOME & LEISURE SHOW

The 2017 Star Home & Leisure Show is proud to be supporting Birthright Canterbury and TPA, with their exciting and innovative fundraiser, 'the 2017 Playhouse Challenge'.

The Star Home & Leisure Show is the most popular indoor home show in the South Island. About 20,000 visitors visit over a three-day period.





# WHY GET INVOLVED?

- Get behind two great Canterbury charities.
- Raise awareness of your business.
- Use your skills, expertise and networks in a fun and unique way.
- Engage your staff through volunteering.



# SPONSORSHIP PACKAGES

## PLATINUM SPONSOR: (1 AVAILABLE) **TAKEN** – STAR MEDIA

### Inclusions:

- Recognition for being a Platinum Sponsor of the 2017 Playhouse Challenge on Marketing Material
- On-site activation opportunities
- Company name/logo on the following:
  - Event programme
  - Auction Event Save the Dates
  - Auction Event Invitations
  - Birthright/TPA websites – Playhouse Challenge event page
  - Event sponsor board on site
- Speaking slot at the exclusive auction event (**unlimited guests**)
- Your signage displayed throughout the village for the three event days
- Verbal recognition by the MC at the exclusive Auction Event
- Exposure through Birthright/TPA social media and media channels including the Playhouse Challenge Facebook and Instagram accounts
- Full page advertisement in event programme – premium spot
- Opportunity for Birthright/TPA marketing and communications team to collaborate with your communications team on internal and external strategy



# SPONSORSHIP PACKAGES

## DIAMOND SPONSOR (MARKETING AND COMMUNICATIONS) **TAKEN** – PRIORITY COMMUNICATIONS

### Inclusions:

- Recognition for being a Diamond Sponsor of the 2017 Playhouse Challenge on marketing material
- On-site activation opportunities
- Company name/logo on the following:
  - Event programme
  - Auction Event Save the Dates
  - Auction Event Invitations
  - Birthright/TPA websites – Playhouse Challenge event page
  - Event sponsor board on site
- Your signage displayed throughout the village for the three event days
- Verbal recognition by the MC at the exclusive Auction Event (up to four guests)
- Exposure through Birthright/TPA social media and media channels including the Playhouse Challenge Facebook and Instagram accounts
- Full page advertisement in event programme – your artwork
- Priority access volunteering opportunities over three days





# SPONSORSHIP PACKAGES

**GOLD SPONSOR: (3 AVAILABLE) \$20,000 + GST (ONE MUST INCLUDE PRINTING AND PROGRAMME DESIGN)**

## **Inclusions:**

- On-site activation opportunities (subject to approval)
- Company name/logo on the following:
  - Event programme
  - Birthright/TPA websites – Playhouse Challenge event page
  - Event sponsor board on site
- Your signage (maximum three flying banners) displayed throughout the village for the three event days
- Verbal recognition by the MC at the exclusive Auction Event
- Exposure through Birthright/TPA social media and media channels including the Playhouse Challenge's Facebook and Instagram accounts
- Full page advertisement in event programme – your artwork
- 15x invitations to our exclusive after-hours auction event at The Star Home and Leisure Show
- Priority access volunteering opportunities over three days



# SPONSORSHIP PACKAGES

## SILVER SPONSOR: (3 AVAILABLE) \$12,000 + GST

### Inclusions:

- Company name/logo on the following:
  - Event programme
  - Birthright/TPA websites – Playhouse Challenge event page
  - Event sponsor board on site
- Verbal recognition by the MC at the exclusive Auction Event
- Exposure through Birthright/TPA social media and media channels including the Playhouse Challenge Facebook and Instagram accounts
- Half page advertisement in event programme – your artwork
- 6x invitations to our exclusive after-hours auction event at The Star Home and Leisure Show
- Priority access volunteering opportunities over three days



# SPONSORSHIP PACKAGES

**EMERALD SPONSOR: (2 AVAILABLE) UP TO \$12,000 (IN KIND OR MONETARY DONATIONS FOR PLAYHOUSE PLATFORMS AND TRANSPORT)**

## **Inclusions:**

- Company name/logo on the following:
  - Event programme
  - Birthright/TPA websites – Playhouse Challenge event page
  - Event sponsor board on site
- Verbal recognition by the MC at the exclusive Auction Event
- Exposure through Birthright/TPA social media and media channels including Facebook and Instagram
- Quarter page advertisement in event programme – your artwork
- 6x invitations to our exclusive after-hours auction event at The Star Home and Leisure Show
- Priority access volunteering opportunities over three days





# SPONSORSHIP PACKAGES

## BRONZE SPONSOR: (5 AVAILABLE) \$5000 + GST

### Inclusions:

- Company name/logo on the following:
  - Event programme
  - Birthright/TPA websites – Playhouse Challenge event page
  - Event sponsor board on site
- Verbal recognition by the MC at the exclusive Auction Event
- Profile on Playhouse Challenge Facebook and Instagram accounts
- 4x invitations to our exclusive after-hours auction event at The Star Home and Leisure Show
- Priority access volunteering opportunities over three days



# SPONSORSHIP PACKAGES

**PLAYHOUSE AUCTIONEER SPONSOR: (5 AVAILABLE) IN KIND DONATION – ONE AUCTIONEER PER PLAYHOUSE (THINK ‘THE BLOCK’)**

**Inclusions:**

- Company name/logo on the following:
  - Event programme
  - Birthright/TPA websites – Playhouse Challenge event page
  - Event sponsor auction board outside playhouse
- Exposure through Birthright/TPA social media channels including Playhouse Challenge Facebook and Instagram accounts
- Verbal recognition by the MC at the exclusive Auction Event
- 4x invitations to our exclusive after-hours auction event at The Star Home and Leisure Show
- Priority access volunteering opportunities over three days



# SPONSORSHIP PACKAGES

## AUCTION EVENT SPONSOR: FOOD, BEVERAGES, STAFF FOR AUCTION EVENT (1 AVAILABLE) \$15,000 +GST

### Inclusions:

- Recognition as Auction Event Sponsor on Playhouse Challenge marketing material
- Company name/logo on the following:
  - Event programme
  - Auction Event Save the Dates
  - Auction Event Invitations
  - Birthright/TPA websites – Playhouse Challenge event page
  - Event sponsor board on site
- Your signage (max four flying banners) displayed throughout the village during the Auction Event
- Verbal recognition by the MC at the exclusive Auction Event
- 10x invitations to our exclusive after-hours auction event at The Star Home and Leisure Show
- Priority access volunteering opportunities over three days







# THANK YOU

For more information on our sponsorship packages or to secure your spot as a 2017 sponsor, please get in touch:

[manager@birthrightchch.org.nz](mailto:manager@birthrightchch.org.nz) | 03 366 9456

