



www.nzrun.co.nz

NAMING RIGHTS SPONSOR PACKAGE - **SOLD TARANAKI ENGINEERING**

- **Naming Rights for the NZ Run Campaign "Your Company Name NZ RUN"**
Your company brand will have sole naming rights to the NZ Run Campaign. All NZ RUN associated media coverage will feature your company name.
- **Media Release to Announce Naming Rights Sponsor**
A media release will be circulated to acknowledge and promote the naming rights sponsor for the NZ RUN Challenge.
- **Premiere Clothing Brand Positioning on Chest / Cap / Back**
Your company brand will be featured in the priority positions on Lisa Tamati's active and team uniform. The branded clothing will be worn throughout the NZ RUN campaign to maximise media (print and television) exposure to your brand.
- **Corporate Speaking Engagement**
Lisa will cover the costs to travel (within the North Island) and deliver a keynote speech about her experiences with surviving NZ RUN and her ultra running experiences at the occasion and venue of your choice.
(Package Valued at \$4,000.00).
- **Website Logo & Link**
www.nzrun.co.nz is an amazing website used to promote Lisa's current project. The NZ RUN Campaign will be featured extensively on the website with blogs and updates throughout the campaign. Your brand will be featured extensively on www.nzrun.co.nz and acknowledged as the Naming Rights Sponsor of the NZ RUN Campaign.
- **Spike Mail Blast - Emailing Marketing Company**
The Spike Mail Blast sends out 30,000 emails with regular blogs leading up to and post NZ RUN Challenge. Your company brand will be promoted to a wide range of consumers.
- **Framed Photograph of Lisa Tamati During the NZ RUN Campaign**
Signed framed photograph of Lisa Tamati thanking your company as the Naming Rights Sponsor of the NZ RUN Campaign.
- **Use of NZ RUN Images for Advertising / Marketing**
The naming rights sponsor will be granted use of all NZ RUN Images to be used in Your own Marketing / Advertising.
- **Branded Promotional Vehicles**
The NZ RUN Campaign will utilize two campaign vehicles; Campervan and Support Car, which will be heavily branded with the NZ RUN Brand and supporting sponsors. The Naming Rights Sponsor will be given priority positioning on each of the promotional vehicles. The promotional vehicles will act as moving billboards throughout the length of New Zealand
- **Branded Entry / Registration Forms used in K PER DAY Campaign.**
Your brand will feature on the Registration Forms used in the K PER DAY Campaign that will be launched within participating Schools, Community Groups and Individuals around New Zealand.

Limit of 1.