

MARKETING & PROMOTIONAL SUPPORT

We are happy to discuss with you a range of different media channels, marketing and promotional support that is available to maximise the awareness of your event.

Please note the level of support we can offer will be determined by the size of your event. We will personalise a Marketing Support Plan to suit your event.

Once your event is locked in we work with you to ensure all avenues of marketing and promotion are exhausted. It is our priority to ensure you have the best marketing support leading up to your event.

<p>Corflute Billboards</p>	<p>There are key locations within the city that we install 2.4m x 1.2m billboards:</p> <ul style="list-style-type: none"> • Perimeter of Venue – Central Energy Trust Arena • CBD locations
<p>Commercial Billboard Spots</p>	<p>We have a fantastic relationship with Go Media Ltd, a company offering billboard sites with high visibility and high traffic count. We can liaise with Go Media on your behalf to try and source the best possible rate for a premium billboard spot.</p>
<p>Outdoor Signage</p>	<ul style="list-style-type: none"> • City Entrances – Sign Farms. We have two sign farms that are controlled by council, we are able to use these location to promote events as long as no ticket price is on billboard (2.4x x 1.2m) • Portable 15m2 LED Screen- we are able to use this leading up to your event using either video or still images. This can be placed at the Arena for any major events (if permission granted by promoter) as well as during the day at Arena and other CBD locations.
<p>Poster Distribution</p>	<p>Distribution can be done in the following places (posters to be provided).</p> <ul style="list-style-type: none"> • Business shop windows in the Palmerston North CBD, local cafes, gyms, industry focussed shops • Central Energy Trust Arena’s including B&M Centre, Arena 2, Arena 5, and Office • Conference & Function Centre • Community advertising spaces in town including at the i-Site
<p>Venues & Events Palmerston North newsletter/ Database</p>	<p>Your event will be a featured event in Venues and Events Palmerston North Newsletter. Your section will include a picture, editorial and will link to your webpage/social media as well as ticketing so guests can pre-purchase tickets if required. This will feature twice before your event. Currently we have 4500 on database.</p>
<p>Large LED Screen in Stadium</p>	<p>Central Energy Trust Arena has a 42m2 LED screen used for replays, live play, advertising, score clock etc during events played at the venue.</p> <p>There is potential opportunity to use this screen to promote your event either</p>

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	<p>through video or still images at key events prior to your event.</p>
<p>Palmerston North City & Manawatu Website www.ManawatuNZ.co.nz</p>	<p>With 651,244 page views a year and nearly 191,212 unique visits, this website is a key marketing tool for the region with all information about working, living and visiting the Manawatu. Events play a big part in attracting visitor numbers, up-to-date information about what's on in the weekend or the upcoming line up of festivals, concerts, sports events and exhibitions can be found here. Your event will be listed leading up to the event. Featured events are finalised by CEDA however we will assist in influencing this decision.</p> <p>Key Contact for this organisation is Kate Lankshear, email: kate.lankshear@ceda.nz</p>
<p>Social Media: Facebook</p>	<ul style="list-style-type: none"> • Central Energy Trust Arena has close to 4,500 followers on Facebook. Central Energy Trust Arena will use their Facebook page to promote your event leading up to your event focussing especially on key dates/ notices such as Pre-sales, General Public sales, key facts about the team line-up etc • Central Energy Trust Arena can boost posts on our Facebook page and are happy to discuss with you on what is most important/ engaging info to use. • Central Energy Trust Arena is happy to co-promote through Facebook and will work with you to make this happen.
<p>Eventfinda</p>	<p>Event listing on NZ's dominant event marketing and live entertainment platform, Eventfinda reaches more people (1,034,602 visits a month!) than all other NZ entertainment sites and publications combined. Eventfinda serves your event out to www.ManawatuNZ.co.nz and also supplies event information to some of New Zealand's biggest and best media and lifestyle sites, including the NZ Herald, Yahoo!Xtra, Stuff.co.nz, Jasons, MSN NZ, TimeOut magazine, AA Travel, NZLive, Air New Zealand, Tourism NZ and many others. Please make sure your event is listed on Eventfinda, this will ensure your event is pulled and put on other key sites locally and nationally.</p>
<p>Venues & Events Palmerston North Website</p>	<p>Your event will be listed on the venue website: www.venuespn.co.nz</p> <p>Please note Palmerston North also have other key event listing websites that I would recommend you be on, some of these are pulled straight from Eventfinda:</p> <p>http://www.manawatunz.co.nz/visit/events/</p> <p>http://www.events.nz.com/manawatu/palmerston-north/</p> <p>http://events.stuff.co.nz/events/whatson/palmerston-north/this-weekend</p> <p>http://www.thesquare.co.nz/palmerstonnorth/</p>
<p>Event Promotion Opportunities: LED Screen, Sign Kiosks,</p>	<p>There are a number of sites available for use by organisations to promote messages that build confidence in the City amongst residents and local businesses. Content of banners, LED Screen, and sign kiosks are to be used to feature upcoming events in Palmerston North City and the Manawatu which contribute to the vibrancy of the region.</p>

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<p>Cross Street</p> <p>Banners, & Streetlight Flags</p>	<p>Palmerston North City Council will manage these bookings as of 1st July 2016.</p> <p>Please contact Lynne Phillips for an application form and detailed information on the council promotional sites available.</p> <p>Lynne.Phillips@pncc.govt.nz</p>
<p>Venue Monitors on Concourse</p>	<p>Central Energy Trust Arena has TV monitors on the concourse that are currently used as menu screens. There is opportunity here to include a still image promoting your event at key stadium events leading up to your event.</p>
<p>Advertising at other Events</p>	<p>The Central Energy Trust Arena and Conference and Function Centre have an extensive and varied event calendar. This gives us plenty of opportunity to target various audiences through these other events whether it be through signage, flyers, email databases, screens or activation sites.</p>
<p>Palmerston North City Council</p> <p>Event Toolkit</p>	<p>This toolkit has been developed with you, the community, in mind. We want to provide you with as much information as possible so that you can bring an event of any size to Palmerston North. Your event might be as small as a school cake stall or as large as a national championship event. No matter the size, whether it is a sports, cultural or community event, the information in this toolkit provides you with much of what you need to know about the where, how and what of event planning.</p> <p>Please open this PDF to find all the information you require to help make sure you host a successful event.</p> <p>http://www.pncc.govt.nz/media/3129033/event-toolkit-2016.pdf</p>
<p>Post Promotion</p>	<ul style="list-style-type: none"> • We would like to use reference and photos of this event for future promotional use of the venue. Details to be provided, and would need to be agreed with promoter. • We would appreciate any assistance with promotion of Central Energy Trust Arena (eg. Our logo on any marketing collateral such as posters etc).