

Nelson Events Marketing & Development Programme: Sponsorship Funding

Guiding Principles - Signatory & Major Events

- **Economic Impact** - the event increases the number of visitors attracted to Nelson during shoulder and 'off season' periods, therefore providing incremental economic impact through timing of event.
 - Low visitation period is from 1st April to the week prior to Labour weekend (late October).
 - Desirable return on investment would be in the region of 20:1
- **Seasonality / Timing** – the event is held during shoulder or 'off season' periods. The low visitation periods are from 1st April through to the week prior to Labour weekend (late October).
- **Impact on Nelson Profile** - the event lifts the status, awareness or profile of Nelson as a destination through event marketing, participation and/or media exposure and helps to reinforce the city's identity, through:
 - Event marketing nationally/internationally
 - National/international media coverage
- **Impact on Identity** – the event showcases Nelson's *distinctive identity*, reinforcing the city's special features, characteristics and points of difference. Events that are exclusive to Nelson are desirable.
- **Fit with Target Markets** – the event's target markets are relevant for Nelson and/or align with the Regional Visitor Strategy.
- **Impact on environment** – the event has a positive or neutral impact on the environment and a sustainability policy has been prepared.
- **Evidence of event organiser/lead agent capabilities**
- **Future impact and viability** – the event has a strong likelihood of being a success and continuing to grow substantially in the future.
- **Located within Nelson City** – the event takes place within the Nelson City boundaries.

For more information, please contact:

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