

PONSONBY BUSINESS ASSOCIATION

LIONS TOUR – JUNE/JULY 2017

PROMOTIONAL PLAN & REQUEST FOR FUNDING

INTRODUCTION

Ponsonby ran a very successful event program during The World Masters Games in April and is planning to make sure that we showcase our Strip, once again, over the Lions Tour in June/July 2017 and that everyone who visits 'Auckland's Hippest Strip' has an amazing time.

Ponsonby is famous for its 'shop all day, play all night' positioning and offers the best in designer shopping, bars, and restaurants. It is close to the city and our position on the ridge makes us an ideal place to take in the sights of Auckland whatever the time of day.

Our promotional plan has been designed to build awareness for Ponsonby and to make sure visitors know about Ponsonby as a destination and come and enjoy our already buzzing and hip Strip before and after the Eden Park matches.

Our key 'roadblock' is that Auckland Transport has not included Ponsonby Road on the city to Eden Park Public Bus Route therefore excluding us from benefitting both before and after the games.

I have tried to change this with Auckland Transport but have had no success.

Ponsonby Road has several restaurants, bars and cafes that are ideal venues for pre-and post-game enjoyment. Our hospitality category owners are very responsible and work to make sure they uphold all aspects of the liquor licencing Act. Furthermore, it makes sense to spread the load and not over fill the city venues which potentially leads to anti-social behaviour.

OBJECTIVES

To drive high awareness and visitor numbers to Ponsonby during the Lions Tour.

To create the platform for every member business in Ponsonby to capitalise on the visitors and grow their sales during this event, specifically on the days that there are games/test Matches at Eden Park.

TARGET AUDIENCE

Local, National, and International visitors to Auckland over the Lions Tour

PROMOTIONAL PLAN

Street posters

Ponsonby is unfortunately not on the City – Eden Park bus route AND it is therefore vital that our Strip is 'seen' by as many visitors as possible during their time in our City.

Street posters are a cost effective, highly visible way to achieve this in a short timeframe.

We would do TWO cycles in the inner city during the Lions Tour.

Flyers in inner City Hotels

We would like to do TWO drops of 5 000 promo leaflets each drop into 25 inner city hotels to drive awareness of Ponsonby as a destination.

Each drop will coincide with a AB/Lions Test match.

Free Minivan service

We would like to organise a free minivan service to 'ferry' people to the games from Ponsonby Road.

The service will run from 2 hours before the game start and drive up Ponsonby Road collecting people until it was full. It will then loop around and repeat until game time.

DRAFT BUDGET - \$ 12 500 plus GST

Street posters	\$ 2 500
Flyer distribution	\$ 3 000
Minivans	\$ 5 000
Design of promo material	\$ 2 000

REQUEST FOR FUNDING

The PBA has allocated \$7 500 for this event and requests funding of \$5 000 to cover the shortfall and ensure our promotional plan is completed.

If successful, the funds will cover the free minivan service to Eden Park.

If unsuccessful, we will be not be able to organise the minivans.

Based on the success of our events program for the WMG and the fact that our Strip has attracted 25% more visitors in each of the last two quarters compared to year prior, we would be thrilled not to have to choose and hope you can consider our request favourably.

With thanks and Best Regards

Viv and the PBA Board