



Waitematā Local Board
52 Swanson Street
Auckland
1010.

Re Application for funding for Lions Tour marketing

Dear members of the Local Board,

The Parnell Business Association would like to do some targeted marketing for the upcoming Lions Tour to support the businesses in our area. We wish to feature our hospitality offering, galleries and shopping options, plus feature those venues that will be screening the matches. The primary format is a 12 page DL Leaflet, which will be placed in hotel foyers and transport hubs via Visitor Point distribution, plus 2 i-site venues via a booking with ATEED. (refer attachments)

We need to print 10,000 leaflets, and are able to fund the cost of this via a range of businesses that have taken adverts. (refer layout)

It would be enormously helpful if you could assist with funding the distribution via and placement cost.

- Visitor Point – 2 months (May and June) \$ 932 .00x 2 = \$1,864.00 (ex GST)
- ATEED i-sites booking \$299.00 ex GST

As you can appreciate, this major event falls right at the end of our financial year, so any financial assistance would be welcome.

Yours faithfully
Parnell Business Association

A handwritten signature in black ink, appearing to read "Cheryl Adamson".

Cheryl Adamson
General Manager



**PARNELL -
THE SPACE TO BE,
BETWEEN THE GAMES**





On the fringe of Auckland's CBD, Parnell is a place where 'amazing' and 'incredible' live just around the corner from each other, and where timeless heritage rubs shoulders with the bright, modern lights of tomorrow.

From the museum to the sea, we have it all. See the stunning harbour views, vibrant rose garden & beautiful parks; or visit the renowned Auckland Museum.

Parnell boasts a range of places to eat, from cafes to fine dining and arguably one of the most diverse cultural foodie offerings in a single suburb. In addition to iconic top class fine dining you can do Chinese, Filipino, Greek, Indian, Italian, Nepalese, Japanese, Malaysian, Persian, Peruvian, Thai & Turkish. Not forgetting a trendy smokehouse, opulent cocktail bar and a new 'close-to-nature' degustation offer that was voted top restaurant in Auckland 2016.



THE
SPACE
TO BE

ADVERT

ADVERT

ADVERT

ADVERT

ADVERT

**GAMES WILL BE SCREENED
AT THE FOLLOWING VENUES**

VENUE:

TIME:

VENUE:

TIME:

VENUE:

TIME:

VENUE:

TIME:

ADVERT

ADVERT

ADVERT

ADVERT



Shopping in Parnell is not just a destination, it's an experience. So wander and explore a world of superior design stores, fabulous restaurants, fine art, and quirky shops which offer that certain something you just can't find anywhere else. Whether it is home décor, fine art, fresh flowers or diamonds – Parnell is the space to find something that will delight and impress.

And with more galleries on one street than anywhere else in Auckland, Parnell is the space to be between the games.

ADVERT

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For a full list of all our stores and restaurants, local events, parking and public transport, please visit [parnell.net.nz](https://www.parnell.net.nz)



PARNELL

THE
SPACE
TO BE