

Ellen Melville Centre (EMC)

DRAFT Sponsorship Proposal for Marketing The Urban Lounge

The Urban Lounge – Ellen Melville Centre

View from Freyberg
Square High St



The Urban Lounge

The Urban Lounge is one of the five community spaces as part of the \$7M upgrade to the **Ellen Melville Centre** . Located in High Street, it is the only central city community centre and it is Auckland Council owned and operated with the intention that it will transfer to a community led venue within three years of opening in late July 2017.

The Urban Lounge is accessed at street level and is 90m² with an approximate capacity of 120 people. It features a large natural wood panel wall spanning the length of the room, modern moveable furnishings and it sits behind a glass front which includes large glass sliding doors that open onto Freyberg Square. As the main street and public view of the EMC, the Urban Lounge will act like a store front to the centre 24 hours a day, 7 days a week.

This showcase window and the lounge itself provide an opportunity to create a vibrant and interesting looking area for all the community to enjoy as well promote the EMC itself and the centre's calendar/programme of events.

Target Market / Our Community

Residents;

Young - 73% aged between 15 and 39 years (compared to 33% for Auckland)

Asian - 43% were European and 47% Asian (compared to 19% for Auckland)

Recent arrivals - 57% lived either elsewhere in New Zealand and 34% overseas.

51% had lived in their apartment /town house for less than a year

32% of residents aged 15+ were **students**

82.5% of residents are **renters**

32% of households are carless

Proportionality more people have personal incomes in the **highest income brackets**

Around 2000 families with children under the age of 15 and a small but growing number of apartment living retirees

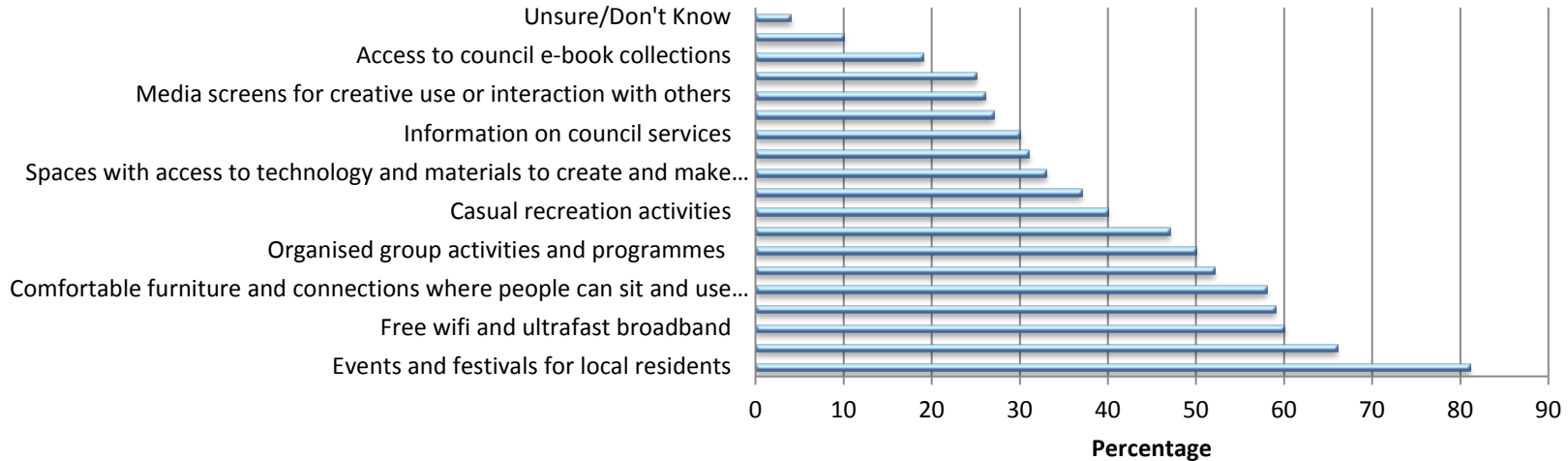
High Street businesses; high end, **educated, worldly, fashionable, funky, technology savvy**

50,000+ staff and students travelling to universities in the central city each day and **80,000 workers employed in the central city.**

Activities to Encourage Use:

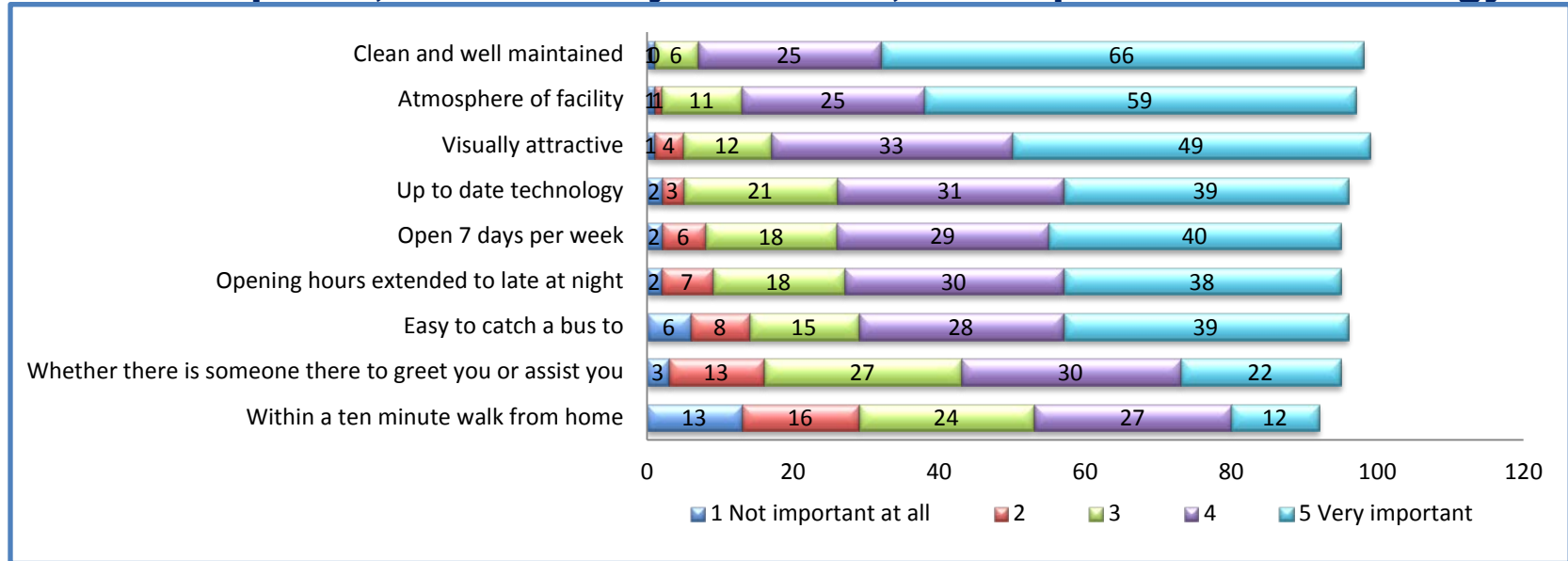
81% Events and Festivals, 66% Free Internet and Wifi

Activities That Would Attract People to Use Pioneer Women's Hall and Help Make it a Vibrant Community Hub



Importance of Factors to Encourage Use:

59% Atmosphere, 49% Visually Attractive, 39% Up to Date Technology



Themed Months / Potential Activity

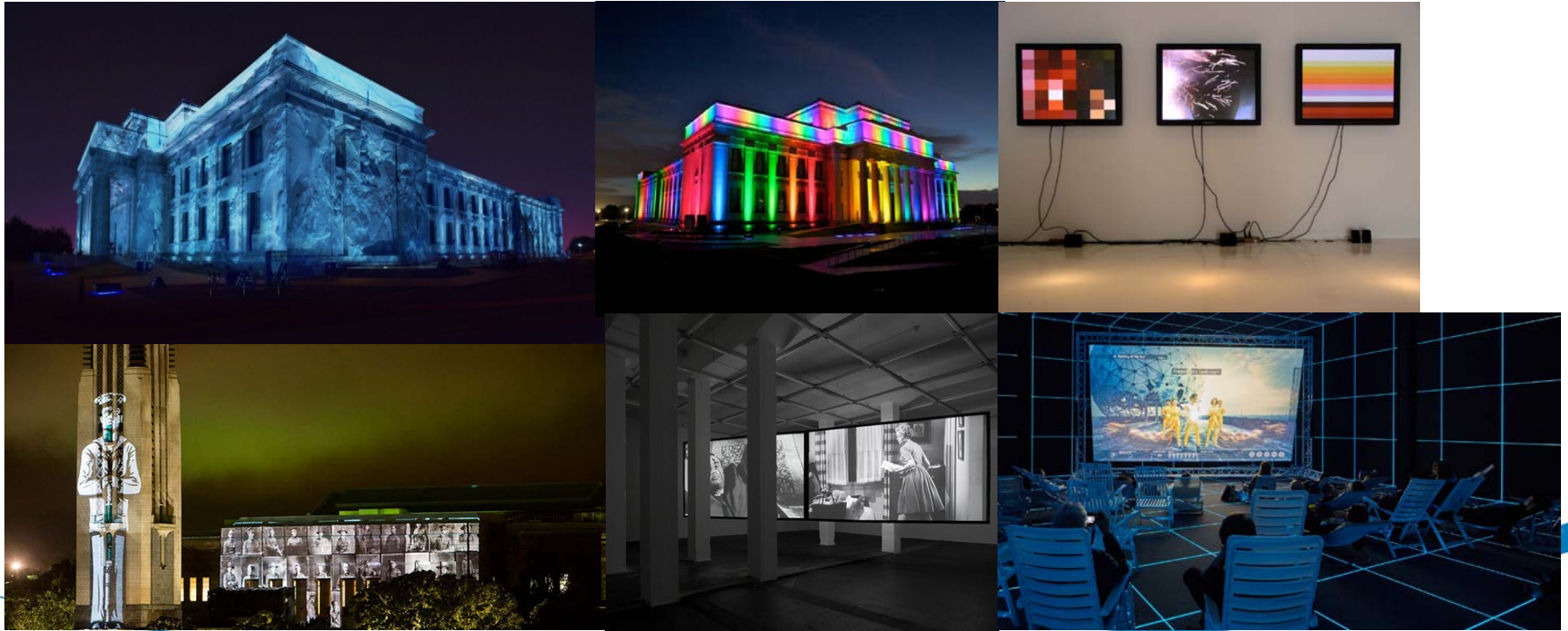
January	Waka Festival, Seafood Festival
February	Chinese New Year, Lantern Festival, Orientation, Laneways, Pride Festival, Conservation Day, Valentine's Day
March	Auckland Arts Festival, Pasifika, Fashion in the City
April	Easter, Anzac Day, Comedy Festival
May	Writers Festival, Music Month, Bike to Work Day, Tech Week
June	Matariki, Children's Day
July	International Film Festival
August	Restaurant Month, NZ Fashion Week
September	Woman's Week, Heritage Festival
October	Art Week, Diwali, Cancer Awareness (Pink month)
November	Taste of Auckland, Santa Parade, Movember (shave the date!)
December	Christmas in Park, School Holiday Programmes

Draft ideas for the Urban Lounge Promotions – one idea per month

Using the Urban Lounge as a Themed Monthly Space;

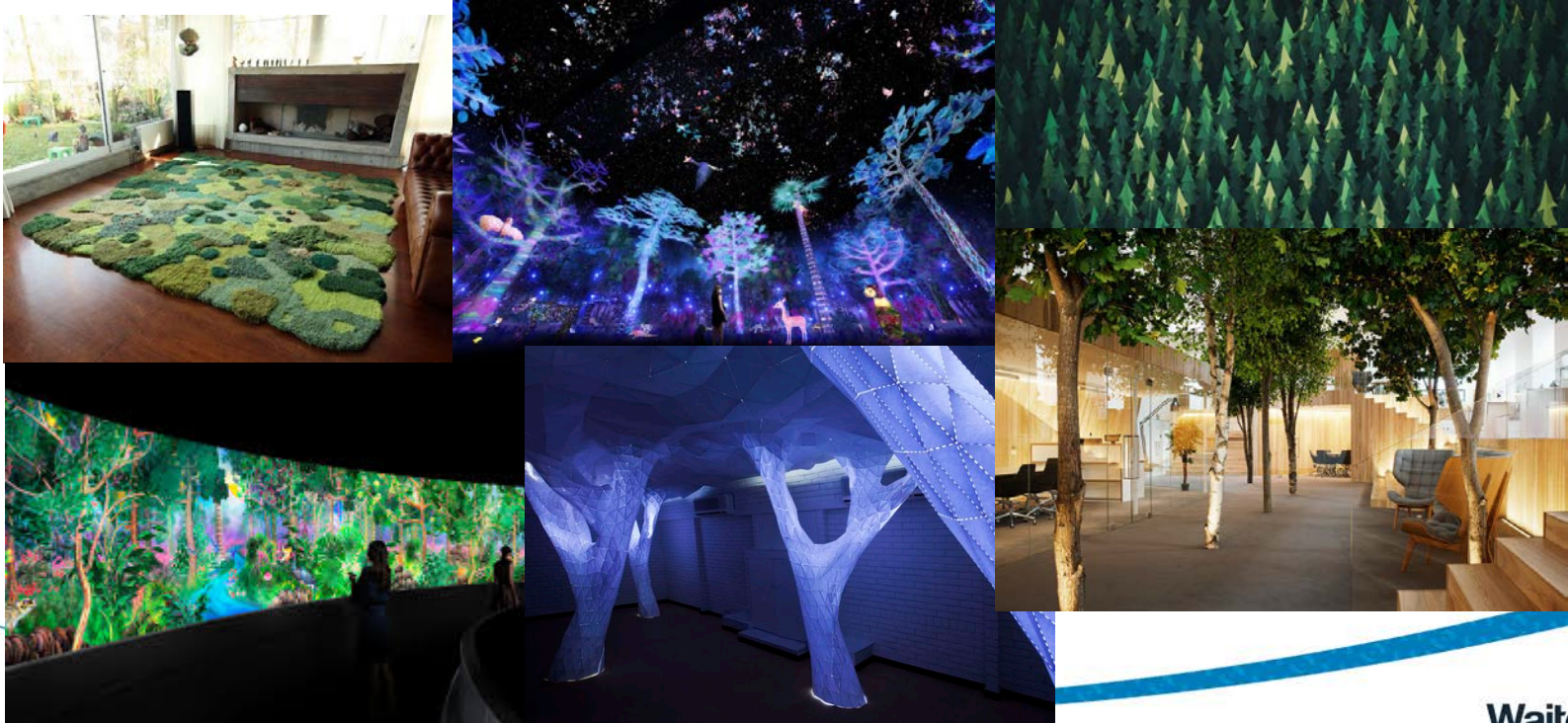
- will create a space that is vibrant, interesting, creative and varied 24/7
- make it a place to go see and be seen
- provides a visually stimulating promotional tool for the venue and its activities and events
- gives the opportunity to provide visual information, education and learning
- will help with the construction of yearly plan for community to contribute to and engage in
- provides cost effective marketing and promotion by inclusion in the existing Auckland Events Calendar

Projection Mapping / Projection Exhibitions



Ideas for the Opening of EMC and Urban Lounge

Conservation Theme – Indoor Urban Forest

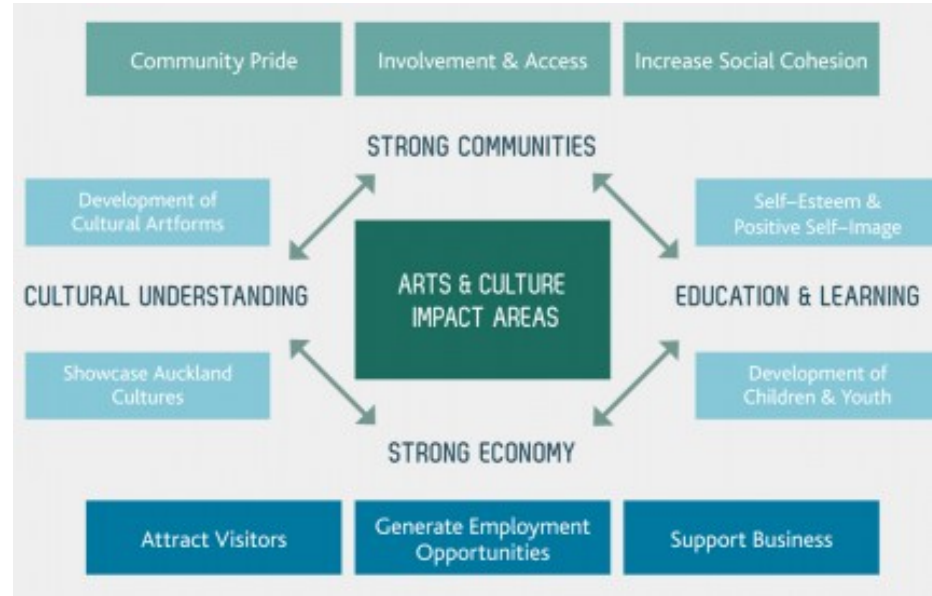


One idea for monthly theming of the Urban Lounge

The Urban Lounge / Get Involved

An opportunity exists for a group or groups to contribute by supporting the community opening of the EMC in late July and the monthly theming of the Urban Lounge – therefore providing a visually exciting community experience whilst helping promote various events and the EMC itself.

Our ambition for the Urban Lounge is that it will reflect and engage all the local community including the young, digitally savvy, fashion conscious, ethnically diverse, funky creative groups that it neighbours and that it will contribute to progressing the objectives of the Auckland Plan in helping build a strong community, strong economy whilst providing education, learning and cultural understanding



Opportunity

Own a component of the Ellen Melville Centre Urban Lounge Activation across the 12 month programme

- **Onsite experience** - High profile Urban Lounge activation space
- **Free** space to the public (high density: foot traffic and engagement of at least 10,000+ people per week)
- **Growth** in Chinese, Asian, Youth and Auckland markets
- **Strengthened** engagement and relationships with Auckland Council and city dwellers
- **Enhanced** brand value through the Ellen Melville Centre alignment and marketing/leveraging opportunities through Auckland Council channels
- **Valued** highly by Auckland CBD residents, new immigrants and businesses

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Sponsorship Proposition