

PONSONBY BUSINESS ASSOCIATION

WORLD MASTERS GAMES

PROMOTIONAL PLAN & REQUEST FOR FUNDING

INTRODUCTION

Ponsonby is very excited that the World Masters Games is being held in Auckland next April and is planning to make sure that everyone who visits 'Auckland's Hippest Strip' has an amazing time during those 10 days.

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 add even more enjoyment to our already buzzing, interesting and hip Strip so that all our visitors leave feeling they've had an incredibly special/'once in a lifetime' experience in Ponsonby.

OBJECTIVES

To drive high awareness and visitor numbers to Ponsonby during the Masters World Games

To create the platform for every member business in Ponsonby to capitalise on the visitors and grow their sales in the period of the World Masters Games.

TARGET AUDIENCE

Participants and their families who visit Auckland over the World Masters Games

Males and females 40 – 49 years' old

Local, national and International visitors during the Games and in the 9 days afterwards that over 50% will remain here.

PROMOTIONAL PLAN & DESCRIPTION OF ACTIVITIES

Guided Heritage Walk of Ponsonby with Edward Bennett

Edward Bennett will host his popular Ponsonby Heritage walk twice or three times (depending on numbers) Edward's walks are extremely popular during the Auckland Heritage festival.

Ponsonby is one of the earliest and most vibrant inner-city neighbourhoods in Auckland. It has been home to actors and musicians, lawyers, All Blacks, poets, playwrights, politicians, romantics and revolutionaries, bishops and brothels.

Ponsonby's unique heritage, as well as its bars, bistros, coffee houses, fashion boutiques and galleries, creates a rich flavour.

Historian & author Edward Bennett will lead visitors through the streets of Ponsonby, telling some of the stories associated with the people, places and architecture in the area.

It's an a free, two hour, easy walk around Ponsonby taking in the key landmarks and learning the history about our neighbourhood

Food Tour

Lisa Loveday hosted 2 extremely popular food Tours in Ponsonby during the Auckland Heritage Festival this year. She will host these again on the first and last Saturday of the games.

Participants are taken to 9/10 restaurants in Ponsonby with food sampling at each.

Lisa is extremely knowledgeable about food, its source and history and she shares this openly with the tour.

A truly special experience on its own or as a way to fathom which restaurants in Ponsonby to book for while in Auckland

No. of places available 14/15

Cost \$75 (customer feedback during heritage fest revealed that it was 'very good value')

Duration 4 hours

Demographic Will be pitched at visitors to Auckland during the games

Proposed venues (subject to change)

Cook the Books, Orphan's Kitchen, Glengarry Wines, Taylor Road for tea tasting, Bedford Soda, Miss Moonshine's, The Dairy Cheese Room (Ponsonby Central) \$5 Deli (Ponsonby Central), Conch Kitchen and Bar, Little Bird Bakery

Artmart.10 am – 4pm on Saturday April 29th

Westhaven Rotary is planning to hold their annual artmart fundraiser on Saturday April 29th to coincide with the WMG promotion in Ponsonby. It is being held in the Freemans Bay Community Centre and we will work closely with them to install directional signage so that visitors can find their way there and back either via Hepburn street or through Western Park. Volunteers will also take groups of people along the path to make sure no one loses their way.

The Artmart is a charity event where visitors can buy from 35 stalls of art, crafts, homewares, jewellery and sculpture.

Westhaven's charities include our local Ponsonby Schools, the City Mission and Mercy hospice.

Bands

Ponsonby Market Days are famous and our bands go a long way to creating a festive, jovial and welcoming atmosphere.

We will have 3 or 4 bands playing on each of the Saturdays during the games and, budget allowing, once midweek.

Pavement Art

Ponsonby always looks to create 'surprise & delight' moments that have not been done before.

The pavement art project that we did during Auckland ArtWeek this year proved exceptionally popular and provided several 'money can't buy' experiences and photo opportunities for our local community.

These 3D artworks, with very local Ponsonby content, were chalked onto key venues to ensure maximum photographic/Social media impact.

For example, we used the pocket park at the top of Angelsea Street to create an artwork that when photographed had the Sky tower as the backdrop. Further examples are provided as an attachment to this proposal.

Some key stats are: 57k+ impressions or eyes on the page over ArtWeek, along with 800+ link clicks originating from our page. Nearly 10k people reached on a single post, with 390 reactions (likes, shares, etc.) and 347 post clicks, working out at an engagement rate of 7% - where 3% is a steady rate of engagement, 4-6% is considered good, and anything above 6% is a great result.

So essentially our artwork found its way in front of a large number of people, who in turn engaged with the content in some measurable way at a rate well above what we would consider a good result.

We will theme our pavement artwork in April 2017 'World Masters Games/Iloveponsonby and we will create 3 pavement artworks during the first weekend of the games which, weather dependent, can be discovered by everyone who comes to our Strip.

Hashtags form an integral part of the artwork to encourage people to use them in their Social media posts and make sure iloveponsonby trends on Instagram and Facebook during the games.

World Masters Games Official Guide

A full page ad in the World Games Official Guide

30 000 official event guides will be published and given out to participants with their welcome pack at time of accreditation from 16 April 2017

Ponsonby will take a Full page in this guide to make sure our Strip is considered and that we encourage visitors to come up to Auckland's Hippest Strip

DRAFT BUDGET - \$ 11 500 plus GST

Guided Heritage Walk	\$500
Food tour	no cost to PBA
Art Fair	no cost to PBA
Bands	\$ 3000
Pavement Art	\$ 3000 plus GST
Full page Ad in the official Guide	\$ 4000 plus GST
Design of Ad	\$1000 plus GST

REQUEST FOR FUNDING

The PBA has allocated \$8 500 for this event and requests funding of \$3 000 to cover the shortfall and ensure our promotional plan is completed.

If successful, the funds will cover the pavement art installations along our Strip.

If unsuccessful, we will be forced to reduce the size of our presence in the guide to a half page at a cost of \$2 500 and choose between our bands and the pavement art.

Based on the exceptional engagement of the pavement art last week and the well documented vibe that bands bring to the Strip, we would be thrilled and delighted not to have to choose and hope you can consider our request favourably.

With thanks and Best Regards

Viv and the PBA Board

Pavement Art Examples

