

let's dance

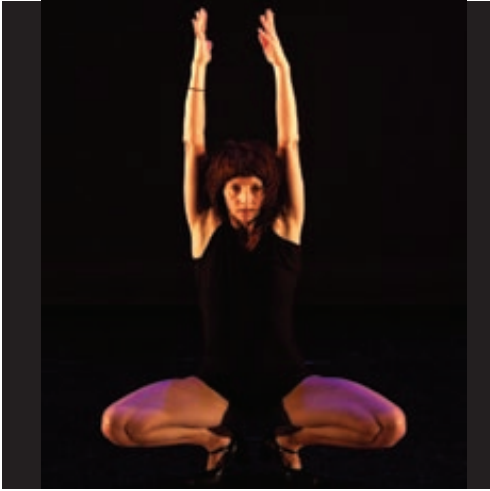


tempo^o
NZ'S FESTIVAL OF DANCE 09

it takes two
to tango

great partnerships
make everyone
look good

FESTIVAL IMAGES
Rowena Baines Photography



CONTEMPORARY
"Dancing-Drawing"



HOT SHOWCASE
Hip Hop Dancer



YOUTH
Mt Eden Ballet Academy



WORLD SHOWCASE
Chinese Fan Dancer



LOUD SHOWCASE
Flamenco Dancers



CONTEMPORARY
"Old Yeller"



YOUTH
Mt Eden Ballet Academy



WORLD SHOWCASE
Belly Dancer



CONTEMPORARY
"Not What I Do"



HOT SHOWCASE
Hip Hop Dancers

Tempo^o, New Zealand's Festival of Dance, is an established, professionally-run festival offering dance performances, participation events, workshops and showcases annually, during 'Dance October'.

Brand Values

Stylish, innovative, accessible, inclusive, dynamic and entertaining.

Tempo^o 09 will be our 6th annual festival. Tempo^o 08 attracted over 30,000 participants to our wide variety of performances and events. Our brand is well established and increasing in visibility. We are looking to form great relationships with the right sponsors.

Audience

Our audience ranges in age from 2-82 and crosses socio-economic and ethnic boundaries. Our core ticket-buying demographic is:

- o Female (72%)
- o Between 25 and 44 (50%)
- o Tertiary educated (77%)
- o Professionals and management (33%)

Under our all-inclusive umbrella in Tempo^o 08 our audiences had a huge opportunity to experience and enjoy different forms of dance such as: free BodyJam® and Salsa classes, 'Cheek To Cheek' duets showcase featuring 'Dancing With The Stars' Jonny Williams and Brian Jones and other dance styles such as hip hop, flamenco and contemporary.

What We Do

Tempo^o is proudly Auckland-based to take advantage of New Zealand's largest population center and its widest multicultural community.

Tempo^o is an umbrella festival, providing venue and production support to the dance community as well as marketing, promotion and ticketing services and technical support. We are always searching for new ways to reach our audiences.

Our work is much admired by both local and national funding agencies for its professionalism, innovation, vision, as well as our demonstrated ability to be inclusive. We are on track to become the highest profile dance festival in Australasia within 3-5 yrs. We look forward to being part of the Arts & Entertainment scene that will add gloss to the Rugby World Cup in October 2011.

\$60,000+ Presenting Sponsor

- o Presenting sponsor status on all promotional materials:
"Tempo^o 09, New Zealand's Festival of Dance, presented by *Sponsor Name*"
- o Marketing/brand collaboration - integration of your brand and logo on all printed and digital promotional materials - including your headline as "Presenting Sponsor" printed on the inside cover of 20,000 printed programmes, and all posters, e-newsletters and additional promotional materials.
- o Option to sponsor an exclusive client/staff/customer evening with drinks, nibbles and post-show meet and greet with Tempo^o Dance Ambassadors, dancers and choreographers.
- o Tickets to shows + invites to our Media Launch and the Tempo^o Awards Party.
- o A free full-page ad in the Tempo^o 09 printed programme.
- o Ability to run exclusive product promotions.
- o Ability to promote your brand with a "Supreme *Sponsor Name* Award" for our Tempo^o 09 Awards.
- o Priority for use of the banner space on our website, for co-promotional purposes.
- o Access to our audience database and our direct marketing initiative.

\$15,000+ Gold Sponsor

- o Your printed logo on the inside cover of the programme, under the heading "Gold Sponsors"
- o Your logos on all printed and digital material - including 20,000 programmes, and additional promotional materials.
- o Option to present a season of showcases or a specific event.
- o Special option to host client/staff/customer evening.
- o Tickets to shows + invites to our Media Launch and the Tempo^o Awards Party.
- o A free ½ page ad in the Tempo^o 09 printed programme.
- o Ability to promote your brand with a "*Sponsor Name* Award" for our Tempo^o 08 Awards.
- o Option to use the banner space on our website, for co-promotional purposes.
- o Access to our database and our direct marketing initiative.

\$10,000+ Silver Sponsor

- o Your printed logo on the inside cover of the programme, under the heading "Silver Sponsor".
- o Your logos on all printed and digital material - including 20,000 programmes, and additional promotional materials.
- o Tickets to shows + invites to our Media Launch and the Tempo^o Awards Party.
- o A free ½ page ad in the Tempo^o 09 printed programme.
- o Ability to promote your brand with a "Sponsor Name Award" for our Tempo^o 09 Awards.
- o Access to our database and our direct marketing initiative.

\$5,000+ Bronze Sponsor/Showcase Sponsor

- o Your printed logo on the inside cover of the programme, under the heading "Bronze Sponsor" or " e.g. Duets Showcase sponsored by *Sponsor Name*".
- o Your logos on all printed and digital material - including 20,000 programmes, and additional festival promotional materials.
- o Tickets to shows + invites to our Media Launch and the Tempo^o Awards Party.
- o Ability to promote your brand with a "Sponsor Name Award" for our Tempo^o 09 Awards.
- o Access to our database and our direct marketing initiative.

Contacts

MJ O'Reilly: mj@tempo.co.nz or Carrie-Rae Cunningham: carrierae@tempo.co.nz

Advertising Rate Card for Tempo^o 09

Your full-colour advertisement in the festival programmes

- o 20,000 programmes printed
- o Distributed to shopping malls and retail outlets, venues, cafés, restaurants and sponsors
- o Distributed around Auckland from mid-August to end of October
- o Plus, your logo and a link to your website on the Tempo^o website supporters' page

Pricing

Inside front cover	\$1300+GST	(210x100mm landscape)
Back cover	\$1500+GST	(210x100mm landscape)
Full page	\$1200+GST	(210x100mm landscape)
Half page	\$750+GST	(105x100mm landscape)

Your banner advert on www.tempo.co.nz

- o A banner advert on the home page rotating with 2 others
- o The Tempo^o website was visited over 100,000 times between August and October 2008
- o Standard 468 x 60px banner size
- o Plus, your logo and a link to your website on the Tempo^o website supporters' page

Pricing

5 weeks	\$900+GST	(468x60px landscape)
3 weeks	\$550+GST	(468x60px landscape)
1 week	\$200+GST	(468x60px landscape)