

Mid-Autumn Festival 2009

Co-Sponsorship Package

Introduction

The **Mid-Autumn Festival** also known as the **Moon Festival**, is a popular Asian celebration of abundance and togetherness, dating back over 3,000 years to China's Zhou Dynasty. In Malaysia and Singapore, it is also sometimes referred to as the **Lantern Festival** or "Moon-cake Festival."

The Mid-Autumn Festival falls on the 15th day of the 8th lunar month of the Chinese calendar, a date that parallels the Autumn Equinox of the solar calendar. This is the ideal time, when the moon is at its fullest and brightest, to celebrate the abundance of the summer's harvest. The traditional food of this festival is the mooncake, of which there are many different varieties.

Traditionally, on this day, Chinese family members and friends will gather to admire the bright mid-autumn harvest moon, and eat moon cakes and pomeloes together. Accompanying the celebration, there are additional cultural or regional customs, such as:

- Eating moon cakes outside under the moon
- Carrying brightly lit lanterns
- Planting Mid-Autumn trees
- Collecting dandelion leaves and distributing them evenly among family members
- Lighting lanterns on towers
- Lion Dances

Subsequent to last year's success, the Mid-Autumn Festival will be held again this year. There will also be more entertaining elements added to this year's Mid-Autumn Festival to make this a memorable festival in Auckland. We are proud to announce TV stars from Hong Kong and the winners of the Miss Chinese New Zealand will join in celebrating this Mid-Autumn Festival at TelstraClear Pacific Events Centre, Manukau City.

Date : 27th September 2009 (Sunday)

Time: 11:00 am – 5:00 pm

Venue: TelstraClear Pacific Events Centre, Manukau City.

It's not just a day of fun for everyone but also meaningful to every Chinese in overseas! To tie-in with the original meaning of Mid-Autumn Festival, our theme will be focused on "Celebration" It features games, children entertainment, Asian foods, treats, beverages, performances. Like other successful events organized, an effective promotional plan is going to be launched on WTV's media channels. Promos on Chinese TV, radio, magazine, and newspapers will highlight and draw attention to both Chinese and non-Chinese.

Selected food stall suppliers will be invited to take part in this event. Renowned corporations and enterprises will be invited to display, promote, or even give out their products or services during this dynamic extravaganza.

Commercial Entitlement:

1. Media Exposures

There will be a heavy promotional campaign starting 7th September 2009 for approx 3 weeks. For each of the following promotional exposures, the sponsors' names, logos, and slogans will appear:

- At least 4 times daily per channel on WTV's Pay TV Channels (303, 305 & 307) and Free-to-air/Freeview|HD (CTV8) TV channel for the first week.
- At least 8 times daily per channel on WTV's Pay TV Channels (303, 305 & 307) and Free-to-air/Freeview|HD (CTV8) TV channel for the last 2 week.
- At least 5 times daily per channel on AM936 & FM95.8 radio broadcast for the first week.
- At least 10 times daily per channel on AM936 & FM95.8 radio broadcast for the last 2 weeks.

i.e. 560 billboard identities on TV, plus 350 captions on radio

- One full-page colour ad on WTV Magazine September issue.
- At least 2 insertions of Chinese newspaper ad during the campaign period.

2. Editorial Coverage

- "Soft-sell" ad-libs within radio programmes on Cantonese & Mandarin channels.

3. Product/Service Promotion

Sponsors can utilize the following spots for their own product/service advertising:

- 4 x 10-sec TV spots daily per channel on CTV8 and WTV 303 for 1 week (one still billboard)
AND
- 2 x 30-sec radio spots daily per channel on Mandarin & Cantonese channels for 1 week.

4. Stall at venue

A 3 Metres (Length) x 3 Metres (Depth) (approx. Dimensions) stall at venue. This stall should only used for dry products. No cooked food will be allowed for this kind of stall at the venue. Subject to availability, we accept the sponsorship on a "first-come-first-served" basis. The stallholders shall prepare their own facilities needed.

Cost for Co-Sponsorship: NZ\$4,650.00*

**All price exclusive of GST and non commission bearing.

Early Bird Bonus (on or before 31st July 2009)

All entitlements in section 3 will be doubled.