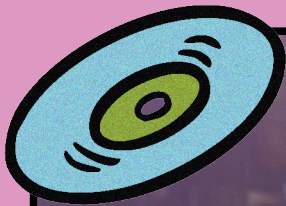


SPONSORSHIP DECK

CORTENAY
CARiVAL 2026



2025 Highlights

- Wellington's largest New Year's event with more than 24,000 attendees
- Two stages with 80+ performers
- More than 30 performances across the day
- \$150k funding raised putting money back into the local arts community
- 9 hours of entertainment running from 4pm to 1am
- More than 500,000 impressions across digital
- Over 30 outdoor positions throughout December
- Front page advertising in The Post throughout December
- Over 40 mentions in News Media. Key highlight articles below:

<https://www.muzic.nz/news/courtenay-carnival-returns-to-ignite-wellingtons-new-years-eve-2025/>

<https://www.thepost.co.nz/nz-news/360925083/new-years-eve-fireworks-go-ahead-wellington-despite-second-year-wet-weather>

<https://www.thepost.co.nz/culture/360898578/courtenay-carnival-returns-light-new-years-eve>

2025 Supported By:



Absolutely Positively
Wellington City Council
Me Hōke Ki Pōneke



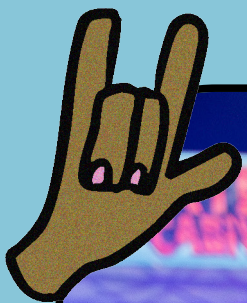
THE EXCHANGE





2026 Marketing Strategy

- Equivalent more than \$20k spend across radio
- More than 50 outdoor and poster positions throughout Nov-Dec
- Promoted in more than 100 venues with print executions
- 500,000-1 million impressions across paid social & digital
- Continued advertising in The Post including front page positions



2025 Event Survey Feedback

Post-event survey results indicate high attendee satisfaction, strong perceptions of safety, inclusiveness, and atmosphere, and a clear willingness to return and recommend the event. Respondents were asked what they enjoyed the most:

"The excellent mix of food, entertainment and accessibility to the bars. the variety and options was very good."

"I liked the staff running it and the enthusiasm of the crowd. Everyone was incredibly passionate."

"The festive atmosphere and the great flow between being in venues and the stage."

"The music on the main stage was really good, and a good variety of genres."



Courtenay Carnival Name Sponsor

\$40,000

As the Courtenay Carnival Name Sponsor, your organisation will be granted naming rights to Wellington's biggest New Year's Eve event. Become part of the official name of this free family-friendly celebration that attracts people of all ages from across Wellington to the Courtenay Precinct. You'll enjoy maximum visibility as the title sponsor in the lead up to New Year's Eve, a bespoke activation during the event, as well as sponsorship of the Main Stage.

Benefits

- Sponsor name appears first in the name of the event
- Sponsor name appears on all marketing material
- Sponsor name and logo included prominently on Courtenay Carnival event posters
- Sponsor name mentioned on main stage throughout event
- Logo included prominently on main Courtenay Carnival stage
- Logo included on the Courtenay Carnival website
- Sponsor mentioned in all media related to the event
- 1 bespoke activation during the event
- Social media tags and mentions in the lead up to event



Sponsor a Stage

\$12,000

Our Community Stages bring emerging and smaller artists and performers into the spotlight. The sponsorship of a stage creates a wonderful opportunity to help local and international entertainers shine on one of the biggest nights of the year.

Benefits

- Sponsor name appears first in the name of a Community Stage
- Logo included on Courtenay Carnival event posters
- Logo included on the Courtenay Carnival website
- Logo included on one Stage
- 1 bespoke activation during the event
- Sponsor name mentioned on a Community Stage throughout event
- Social media tags and mentions related to a Community Stage.



Gold Sponsor

\$5,000

As a Gold Sponsor you'll enjoy visibility as a prominent sponsor of the Courtenay Carnival plus sponsorship of one Main Stage act during the event. This is an excellent opportunity to get your brand out there as a supporter of this popular Wellington event.

Benefits

- Logo appears on Courtenay Carnival event posters
- Logo appears on Main Stage hoardings
- Logo included on the Courtenay Carnival website
- Sponsor mentioned in official press release launching event
- Sponsorship of one Main Stage act
- Sponsor name mentioned on Main Stage before artist is introduced
- Sponsor name included in any media related to the artist
- Social media tags and mentions related to chosen Main Stage act



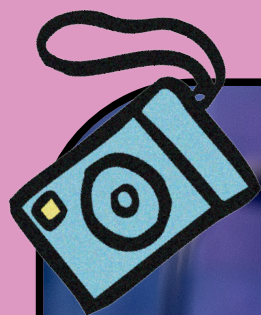
Silver Sponsor

\$3,000

As a Silver Sponsor you'll enjoy visibility as a sponsor of the Courtenay Carnival plus sponsorship of one Community Stage act during the evening. This is an excellent opportunity to promote your business while supporting an emerging act on one of Wellington's busiest nights of the year.

Benefits

- Sponsor logo appears on Courtenay Carnival event posters
- Logo included on the Courtenay Carnival website
- Sponsorship of one Community Stage act
- Logo appears on Community Stage hoardings
- Sponsor name mentioned on Community Stage before artist is introduced
- Sponsor name included in any media related to the artist
- Social media tags and mentions related to chosen Community Stage act



Sponsor an act

\$1,500

The Courtenay Carnival brings together a range of diverse acts that entertain, inspire and leave audiences in awe on New Year's Eve. This is your opportunity to sponsor an individual act and help get the celebrations started. Have your business mentioned stage during the event.

Benefits

- Sponsor name mentioned on stage before artist is introduced
- Sponsor name included in any media related to the artist
- Logo included on the Courtenay Carnival website
- Social media tags and mentions related to chosen stage act

For All Enquiries Contact:

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