



SPONSORSHIP PROPOSAL



Prepared For:



Introduction

Ethno New Zealand is a dynamic program designed to unite young traditional, world, and folk musicians aged 18 to 30. Ethno New Zealand 2024 will be the 6th edition of Ethno held in Aotearoa

About Us

Our mission is clear: to foster intercultural understanding and meaningful dialogue through the universal language of music. Drawing participants from both New Zealand and around the globe, our 10-day initiative serves as a platform for sharing, learning, and collaborating.

Event Overview

The event takes place at Piritahi Marae, Waiheke, and lasts for nine days. Including performances on Waiheke, City Centre and the Auckland Folk Festival. The personal connections that are created at Ethno New Zealand last a lifetime, and the joy our music brings to our audiences is immense.

Event Name: Ethno New Zealand 2024

Date: January 19th -28th 2024

Location: Piritahi Marae, Waiheke Island

Expected Reach: 1000 people seeing our public performances



Sponsorship Opportunities

Running such an event incurs some significant costs. Including transportation, food, accommodation, and performance expenses (venue hire, sound equipment, and personnel), it costs Ethno New Zealand around \$2,000 for each participant to attend, with non-scholarship participants paying up to \$600 of that.

Ethno New Zealand would not be able to run without the generous input from sponsors, and so we are reaching out to the wider community. To fully cover all costs for Ethno New Zealand 2024, we are looking to raise a total of \$60,000. Some of that has been raised already, can you help us to make up the rest?

Here are some ways that you can support our event, and what your support could go towards:

- **Buy us a coffee: \$5**
- **Buy us a meal: \$25**
- **Transport a participant: \$100**
- **Get a participant into the festival: \$300**
- **Buy us all a meal: \$600**
- **Accommodate a participant: \$1,000**
- **Sponsor a participant: \$2,000**
- **Sponsor a mentor: \$3,000**



Why Sponsor?

Sponsoring Ethno New Zealand benefits you by increasing your visibility in your local community and showing your community that you are meeting your social responsibility in backing initiatives that are doing the mahi to increase social cohesion in Aotearoa New Zealand.

Benefits for Sponsors

As a sponsor, you'll enjoy:

- Logo exposure to local communities via posters, website and on other marketing materials
- Shout outs at all our concerts
- Social media mentions leading up to the event and during the event.

We will of course also provide official donation receipts for any contributions made.

Our Target Audience

The people who follow the work of this project come from far and wide within many communities in Aotearoa and globally.

Our concerts reach over 1000 people in Tāmaki Makaurau Auckland over the weekend of Auckland Anniversary Weekend.

Contact Information

For more details, please contact:



www.ethnonewzealand.com



027 921 8614



info@ethnonewzealand.com

We look forward to partnering with you to ensure the success of Ethno New Zealand 2024

Supporters of Ethno New Zealand include:



MATARIKI Cultural
FOUNDATION
www.puoronz.com



Ministry for
Ethnic
Communities
Te Tari Mātāwaka



An official program of



JM International