



2021 Happy Family Day Proposal



Fun &
Excitement



Unforgettable
Memory

Event Overview

Family Day is one of the largest and best family and kids fun themed event in Auckland, proudly brought to the community by Skykiwi Event Team.

Being a part of our event gives your brand the opportunity to directly reach thousands of local families through extensive exposure both online and offline.

About Us

Established in 2001, Skykiwi is the most influential Chinese media in New Zealand. Skykiwi Event Team has organised many large-scale popular events, such as 2019 Alibaba E-commerce Expo, Alin concert, Lidan talk show NZ station, etc.

We're glad to
have you on
board!



Highlights

- Strongest online promotion channels in the local Chinese speaking community

- Excellent opportunity to target customers directly through offline interactions

- Active visitor engagement through retail selling, food, major function features, games and other interactive activities

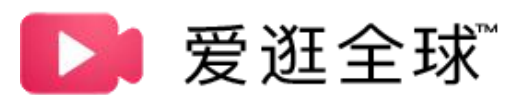
- Extensive brand exposure to thousands of local families and potential customers

Media Channels

Social Media:



Livestream:



Media:



Skykiwi Multi-Channel



Skykiwi Portal
Website



Skykiwi Forum



Skykiwi
Mobile APP



WeChat Matrix

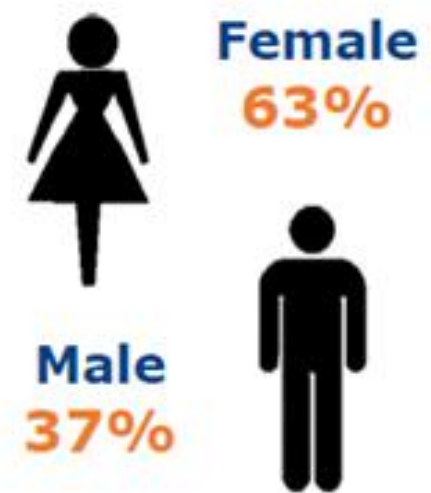
Case Study

2019 Skykiwi Happy Family Day

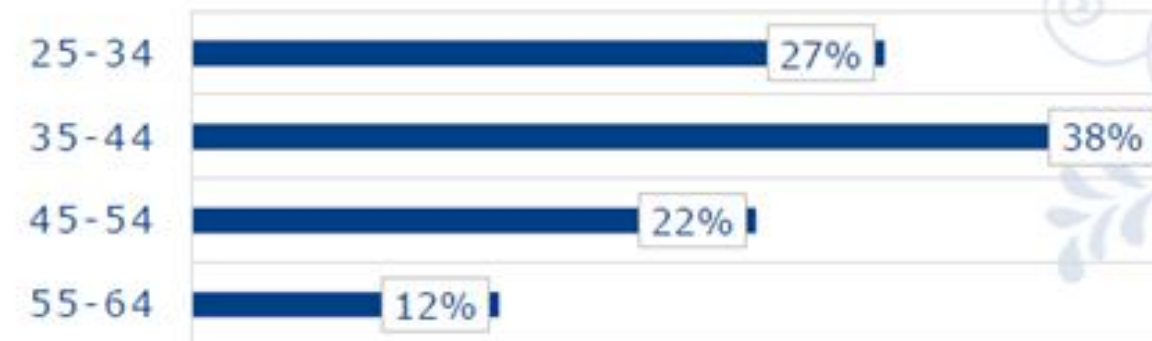
- 11,000+ Attendees
- 80+ Exhibitors
- 27,485,300+ Banner Ad Impression
- 100,000+ WeChat Article Clicks
- 68,000+ Event List Views



11,000+ Attendees



Targeted Audience Age Groups



Adult and Teenager



Children



Parents

Part of Our Exhibitors

TRADEMONSTER

OSIM

SHESHA
VAPE & HOOKAH
Specialist

Super
Mum

Thursday
Plantation

THOMPSON'S
• Est 1951 •



Wyeth | Nutrition

L'Occitane
EN PROVENCE

S26
ProActa

Bluebell
— NEW ZEALAND —

EZ Health & Beauty
喜康国际

老虎證券
TIGER BROKERS

金誠信貸
金誠保險

鴻嘉燒臘世家
Hong Kai BBQ RESTAURANT

Baby
Steps
Toddler
GOAT MILK

bricks
4 kidz

TGO
INTERNATIONAL

TERRA®
pure. + organic. + natural.

富侨
NEW ZEALAND

悟空
wukong

平安保險

ITSU
御和坊

BRAVO > 博微控股
BIOLOGIC

賴茅
1941

TELL FOOD

Little
Umbrella

CARING CLINIC
DOCTORS
怀爱诊所

3043 ARTIST

Huy

de
麻辣燙

sweet baby

Happy
Unicorn

MAGIC LAMP

PROSPERITY
小宇信貸

Olivia
and her lash salon
我的美甲美睫

山城公子

茶颂·原麦
leasoon
TEA & COFFEE & BREAD

b!gm 比格米
川味快餐 Sichuan Cuisine

27,485,300+ Banner Ad Impression



Skykiwi Portal Website



Skykiwi Forum



Skykiwi Mobile APP



100,000+ WeChat Article Clicks

地表最强！华人超期待的年度盛会即将空降奥克兰！让全家人...
错过会后悔哦~



2019 Family Day：你陪我长大，我陪你变老！

哗啦啦！眼看着今年就快过去啦！小伙伴们，你们这半年过的开心吗？



年度华人盛典倒计时！早鸟票售票现已启动，先到先得！
手慢就无！



2019盛大Family Day！地表最强的嘉年华派对，诚邀纽村人...
纽村沸腾了！



@新西兰商家：注意啦！本年度赚大钱的最好时机！错过要再...

2019下半年最重磅的线下活动，绝对不容错过的品牌推广机遇！



500多亿造沙漠乐园壕到不敢看，沙特土豪太会玩，纽村什...
也太壕了吧！！



2019 Family Day：你陪我长大，我陪你变老！
chloe 新西兰天维生活 8月20日

哗啦啦！眼看着今年就快过去啦！小伙伴们，你们这半年过的开心吗？

特别告诉你们！
今年11月，有一家大数的公司
即将来让“纽村不村”！
特别告诉你们的小伙伴
难道不想给年轻的老板上一课？



这家超大的公司想帮助纽村千家万户
体验至亲之情、天伦之乐
你陪我长大，我陪你变老！



500多亿造沙漠乐园壕到不敢看，沙特土豪太会玩，纽村什么时候能有一个超大主题乐园呢？

新西兰天维导购 10月15日



最近

为了让自家玩得高兴
沙特官方找到了建筑公司BIG
打算在沙漠里建一座成人游乐场
光基础设施的成本就已超过80亿美元
(折合人民币566.64亿)
建成后将会比最大的迪士尼乐园
(佛罗里达那个) 还大1.5倍

年度华人盛典倒计时！早鸟票售票现已启动，先到先得！
走进新西兰 9月25日



新西兰年底什么好玩？

纽村除了圣诞大游行
居然还有令无数华人激动万分
万众期待的Family Day!

就在ASB Showgrounds 3号和4号厅

2019年11月9日-11月10日

我们不见不散！



68,000+ Event List Views



Eventfinda



Facebook





Visitors

Over 11K visitors joined us in 2019

Promotions

Multiple promoting platforms reached
over 27M impressions



Our Advantages

Site

We use ASB Showgrounds as our
event site with 5544m²



We have

Fun entertainment facilities to the
event as well as delicious foods

Other events for 2020 and 2021:

- Royal Easter Show - Apr 2021
- Baby Show - Mar 2021
- Home Show - Feb 2021
- 2021 Chinese New Year Festival & Market
Day - Jan 2021
- Big Boy Toys - Nov 2020
- The Food Show - Nov 2020





Happy Family Day 2021

Expected data:

Attendees: 10,000/Day

Total Attendees: 30,000





Time & Venue

The 6th - 7th of February, 2021
Saturday to Sunday

ASB Showgrounds,
217 Greenlane West Epsom, Auckland



Floor Plan

Happy Family Day 2021

ASB Showgrounds · Pavilion 3/4

Please Note: This is not the final version

Options

Booth Options

Choose Your Booth For The Event:

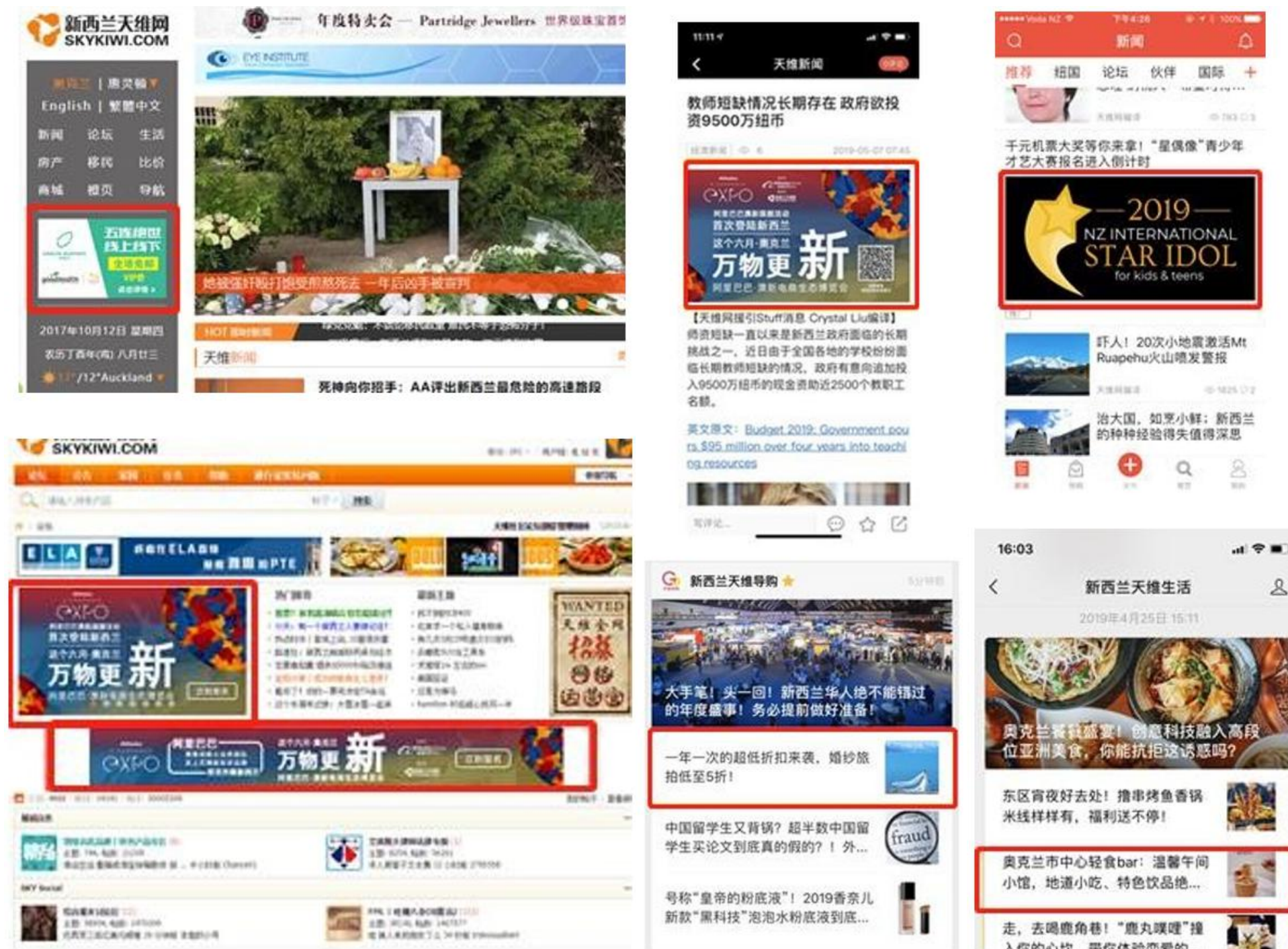
Booth Option	Include	Price
Option 1	One 3m x 3m standard stand, one table and two chairs	NZD\$ 2,499 + GST
Option 2	One 3m x 6m standard stand, two tables and two chairs	NZD\$ 3,499 + GST
Option 3	One 6m x 6m standard stand, two tables and four chairs	NZD\$ 5,999 + GST

Promotion Options

Choose One of the Following to Maximise Your Brand Exposure:

Promotion Options	Price
Go Shopping WeChat Non-Headline Article (exclusive once) – worth \$700	NZD\$ 500 + GST
Package A – worth \$5400	NZD\$ 2,999 + GST
Package B – worth \$9800	NZD\$ 4,999 + GST

Promotion Package



Package A: \$2999+GST

NZD\$3,400 total worth

Estimate total impressions 4,300,000+

Skykiwi Website

Rectangle 2 (3 days)

\$600

Skykiwi App

News Channel Editorial (3 days)

\$600

Skykiwi Forum

Homepage Slide Show (3 days)

\$300

Go Shopping WeChat

Second-Headline Article

\$1200

Lifestyle WeChat

Headline Article

\$700

All promotions are "exclusive" appearance.

Editing fees excluded.

Packages are valid untill 30th April, 2021.

Promotion Package



Package B: \$4999+GST

NZD\$6,300 total worth

Estimate total impressions 5,500,000+

Skykiwi Website

Take Over Background (3 days) \$2000

Rectangle 2 (3 days) \$600

or

Skykiwi App

Opening Screen Static Image 5s (3 days) \$2000

News Channel Editorial (3 days) \$600

Skykiwi Forum

Homepage Slide Show (7 days) \$300

Skykiwi WeChat

Skykiwi Non-Headline Article \$1500

Go Shopping WeChat

Second-Headline Article \$1200

Lifestyle WeChat

Headline Article \$700

All promotions are "exclusive" appearance.

Editing fees excluded.

Packages are valid untill 30th April, 2021.



**What we want
to achieve**

PLATINUM SPONSORSHIP

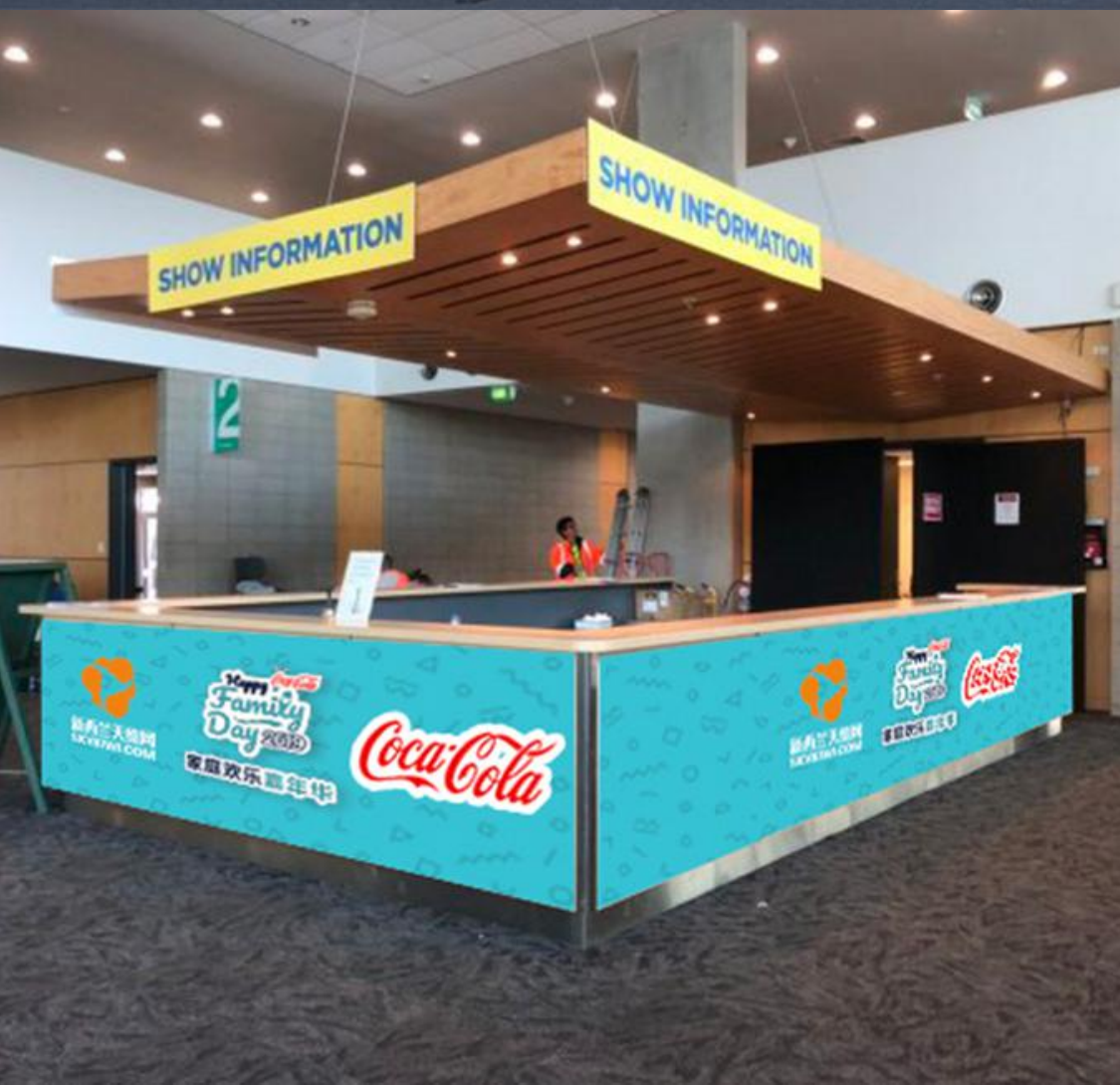
NZD \$88,888 + GST

ONLINE EXPOSURE

- Opportunity to have your logo included in all online promotions for this event — See the Appendix for the Event Promotion Package worth \$106,100
- A tailored Platinum Sponsor Promotion Package worth \$48,000
- Extensive media impression targeting both the Chinese and Local community through event promotion across multiple media platforms
- Following the remarkable success of our Alibaba E-Commerce Expo 2019, the total media impression is estimated to be over 6.5million

OFFLINE ENGAGEMENT

- One complementary [10m x 10m] booth worth \$15,999
- 10 family passes to the event
- Logo printed on on-site signages for this event
- Other events at the venue on the same weekend (e.g. Mexican Festival, Buddhist Conference) to bring in thousands more visitors
- Estimated total footfall 10,000+



PLATINUM SPONSORSHIP

Skykiwi Website

Eyeblaster (5 days) \$4,000

Take Over Background (7 days) \$5,200

Slide Show (7 days) \$7,000

Rectangle 1 (3 weeks) \$4,000

Skykiwi App

News Channel Editorial (3 weeks) \$3,000

News Channel Slide Show (7 days) \$7,200

Opening Screen Static Image 5s (7 days) \$2,800

Skykiwi Forum

Homepage Slide Show (3 weeks) \$2,000

Homepage Big Banner (3 weeks) \$1,500

Skykiwi WeChat

Second-Headline Article (twice) \$7,000

Non-Headline Article (twice) \$3,000

GoToNZ Wechat

Second-Headline Article(once) \$2,000

Go Shopping WeChat

Headline Article (once) \$1,800

Top Banner of Headline Article (7days) \$1,400



Platinum Sponsorship Total Worth: NZD\$51,900

Packages are valid untill 30th June, 2021. Editing fees excluded.



What else...?



Skykiwi
20th Anniversary



GO! YOUNGSTER
Talent Show Competition

Thank you.

Wish to hearing from
you soon



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