



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!



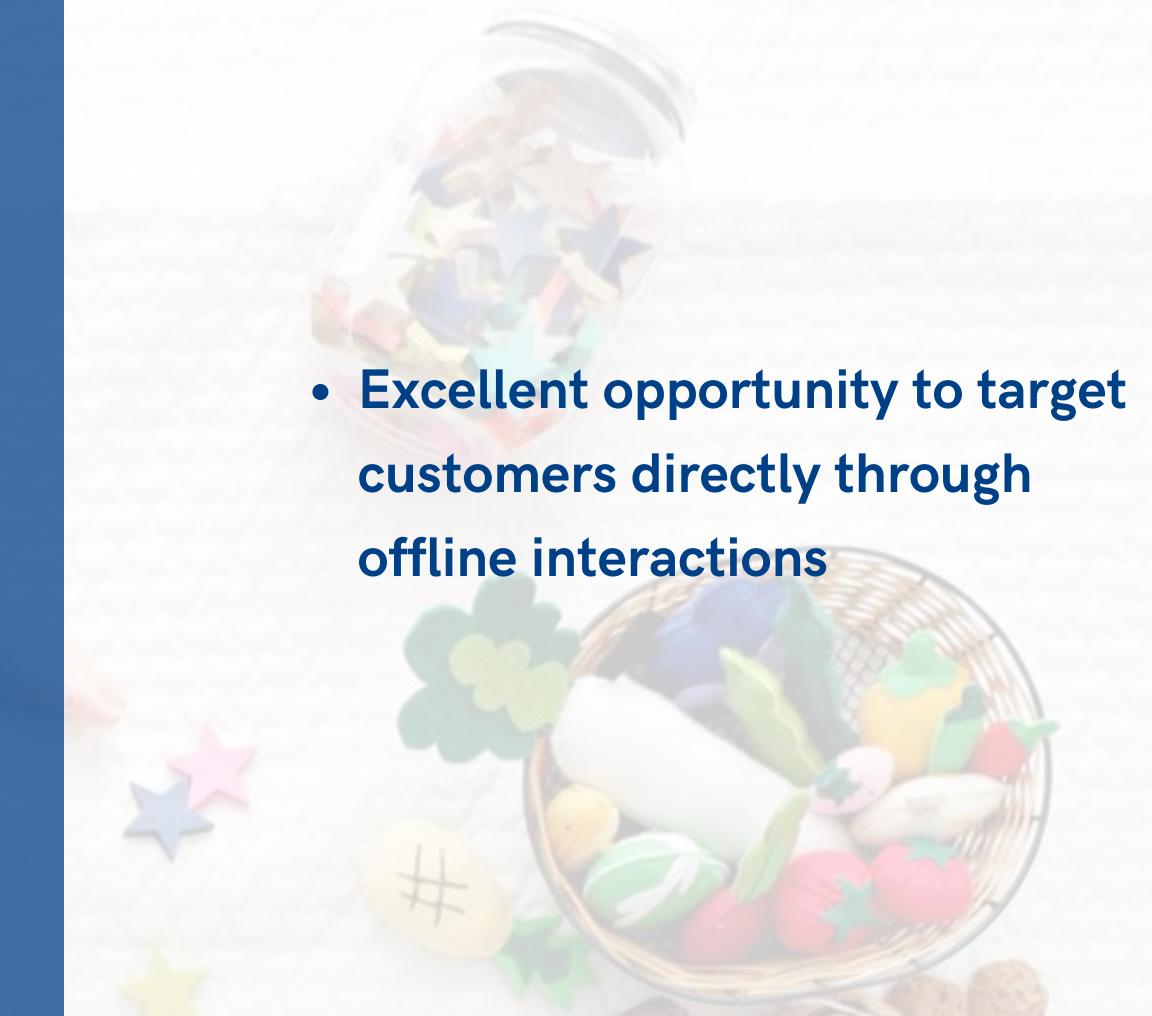
Highlights

- Strongest online promotion channels in the local Chinese speaking community



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

- Excellent opportunity to target customers directly through offline interactions



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



Media Channels

Social Media:



Livestream:



爱逛全球™



Media:



Skykiwi Multi-Channel



新西兰天维网
SKYKIWI.COM

Skykiwi Portal
Website



手机天维
SKYKIWI APP

Skykiwi
Mobile APP



天维论坛
BBS.SKYKIWI.COM

Skykiwi Forum

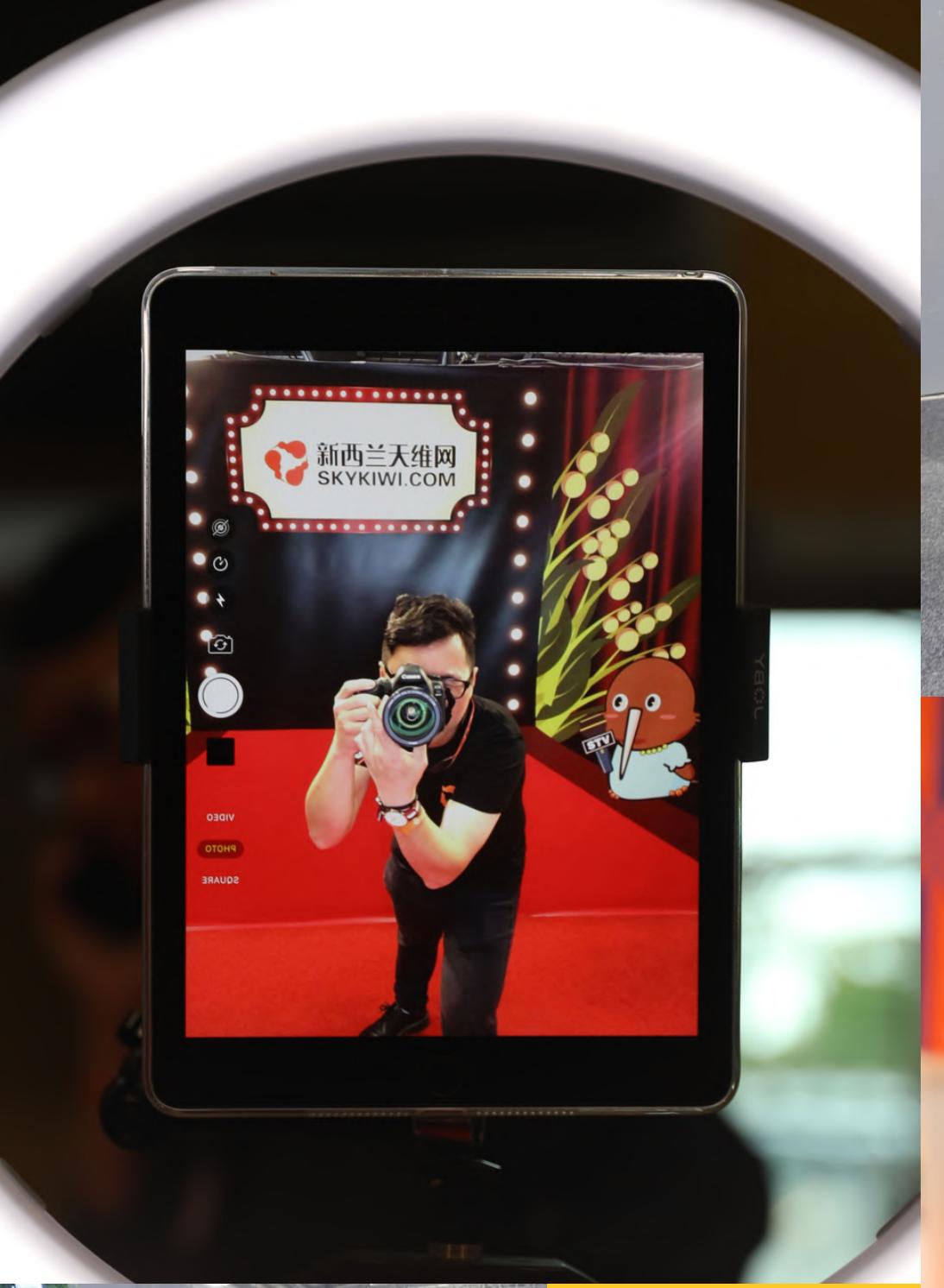


WeChat Matrix

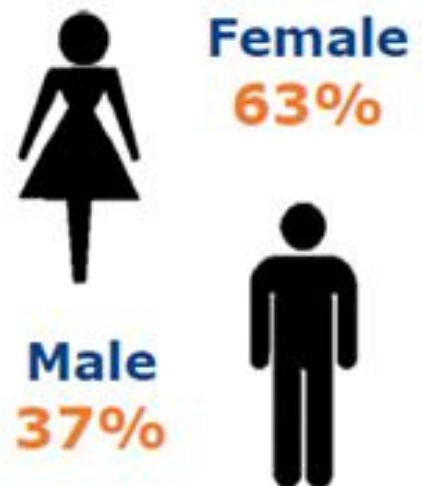
Case Study

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



Part of Our Exhibitors



27,485,300+ Banner Ad Impression



Skykiwi Portal Website



Skykiwi Forum



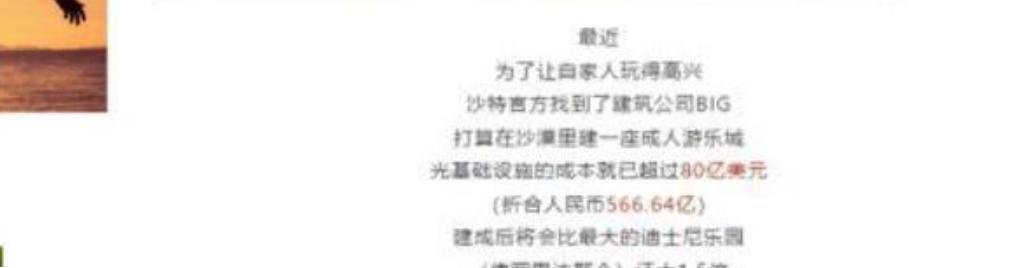
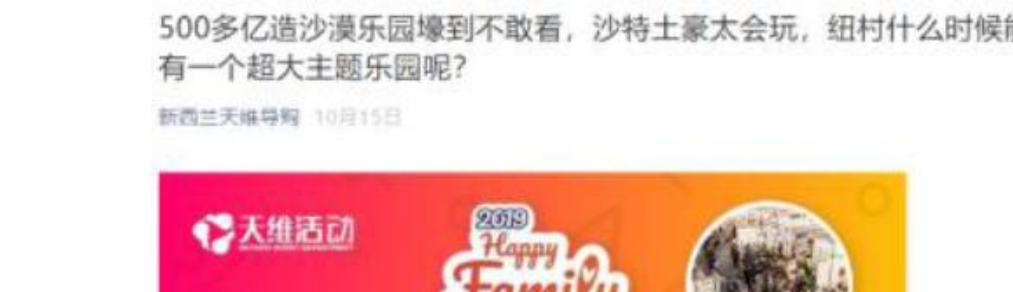
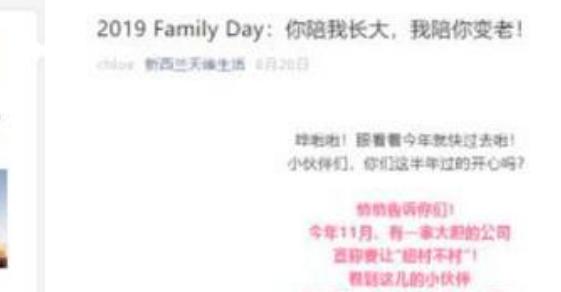
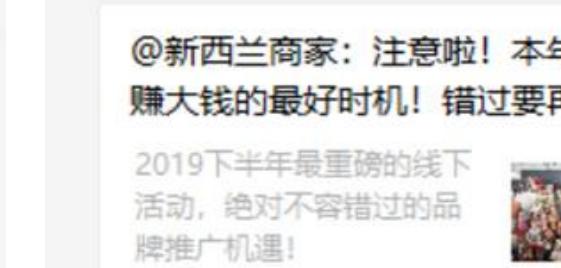
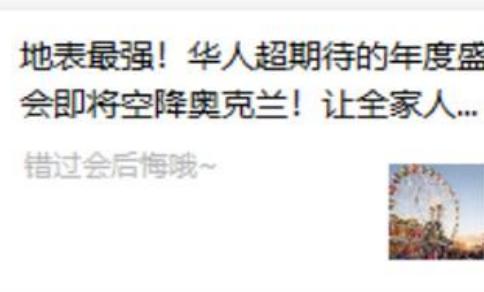
2019盛大Family Day！地表最强的嘉年华派对，诚邀纽村人来参加，错过损失一个亿！



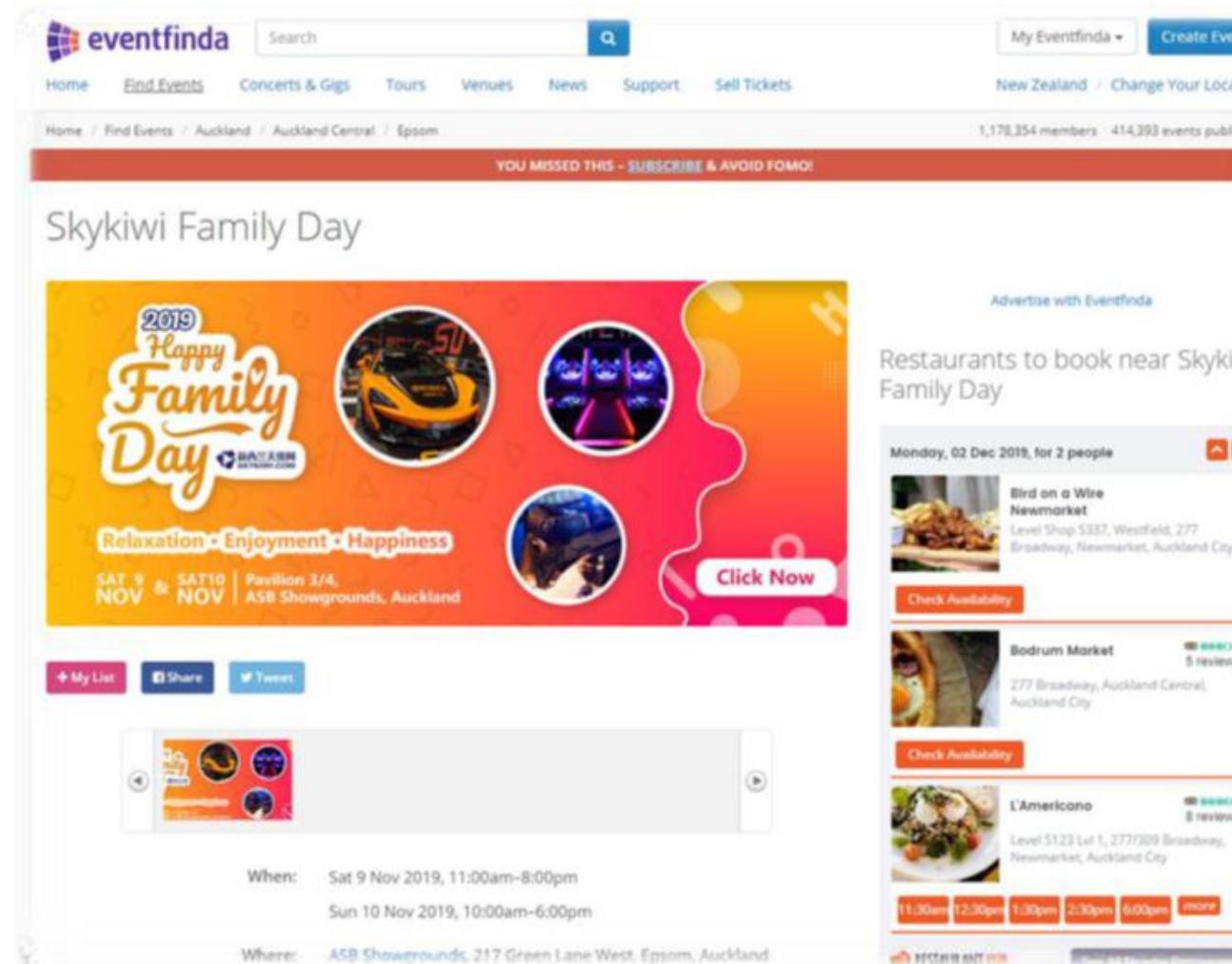
Skykiwi Mobile APP



100,000+ WeChat Article Clicks



68,000+ Event List Views



The screenshot shows the Eventfinda website. At the top, there is a search bar and navigation links for Home, Find Events, Concerts & Gigs, Tours, Venues, News, Support, and Sell Tickets. The location is set to New Zealand. The main content features a banner for the '2019 Happy Family Day' event, which is taking place on Saturday, November 9, and Sunday, November 10, at the ASB Showgrounds in Epsom. Below the banner, there is a section for 'Restaurants to book near Skykiwi Family Day' with three listed: Bird on a Wire Newmarket, Bodrum Market, and L'Americano. At the bottom, event details are provided: When (Sat 9 Nov 2019, 11:00am-8:00pm; Sun 10 Nov 2019, 10:00am-6:00pm) and Where (ASB Showgrounds, 217 Green Lane West, Epsom, Auckland).

Eventfinda



The screenshot shows a Facebook event page for 'Skykiwi Family Day'. The event is listed as '公开' (Open) and organized by 'Skykiwi.com'. It is scheduled for November 9, 2019, from 11:00 to 18:00 UTC+13, at ASB Showgrounds, 217 Green Lane West, Epsom, Auckland. The page includes a large promotional image for the event, which features the text '2019 Happy Family Day' and 'relaxation · Enjoyment · Happiness'. Below the event details, there is a section for '★ 有兴趣' (Interested) and a map showing the location. To the right, there is a sidebar for '相关活动' (Related Activities) with links to other events like 'Trillian Trust Funfest 2020' and 'Auckland Cup - Free Famil...'. The top right of the page has a link to '加入或登录 Facebook' (Join or Log in to Facebook).

Facebook





Visitors

Over 11K visitors joined us in 2019

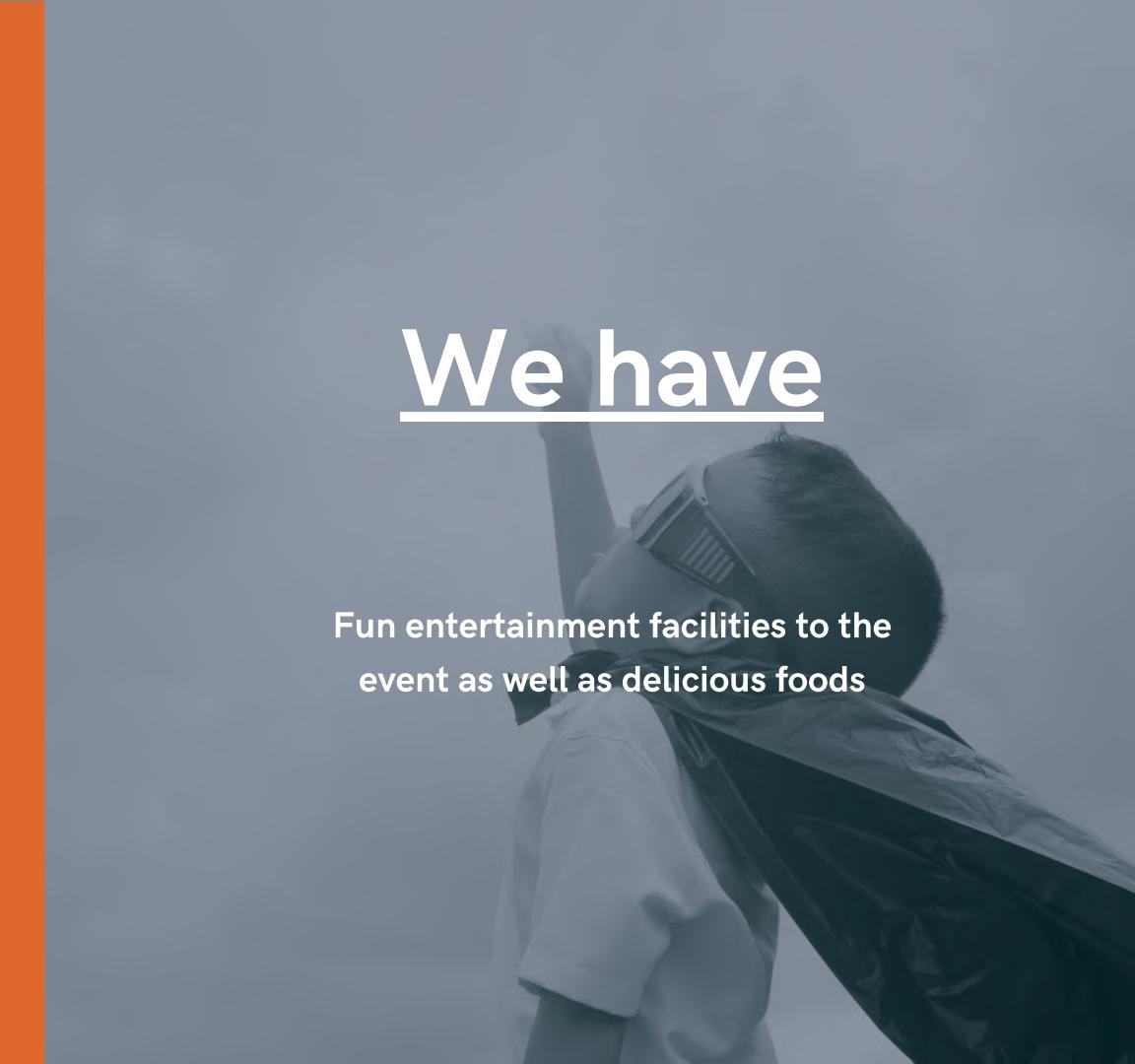
Site

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



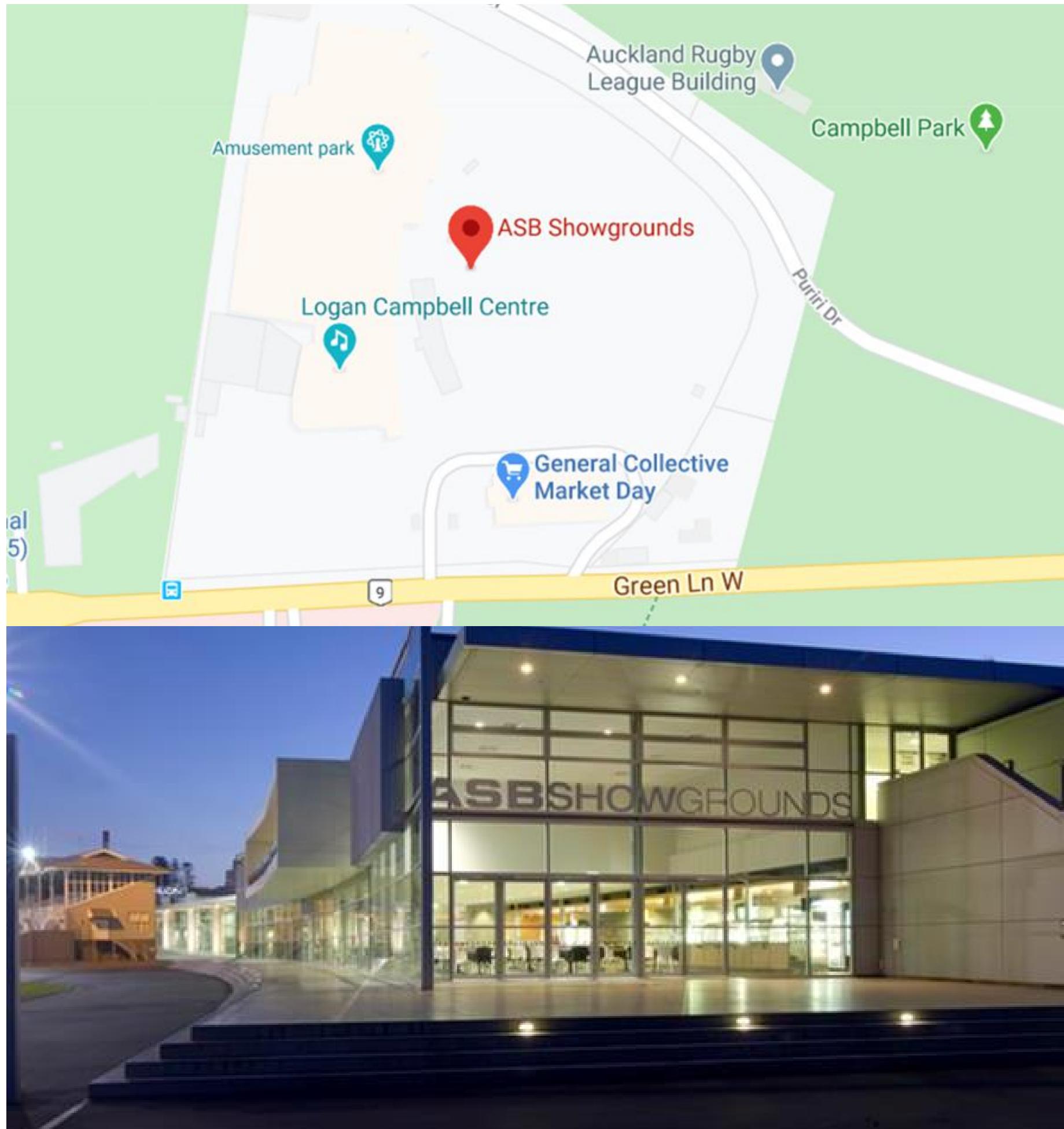
Happy Family Day 2021

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:

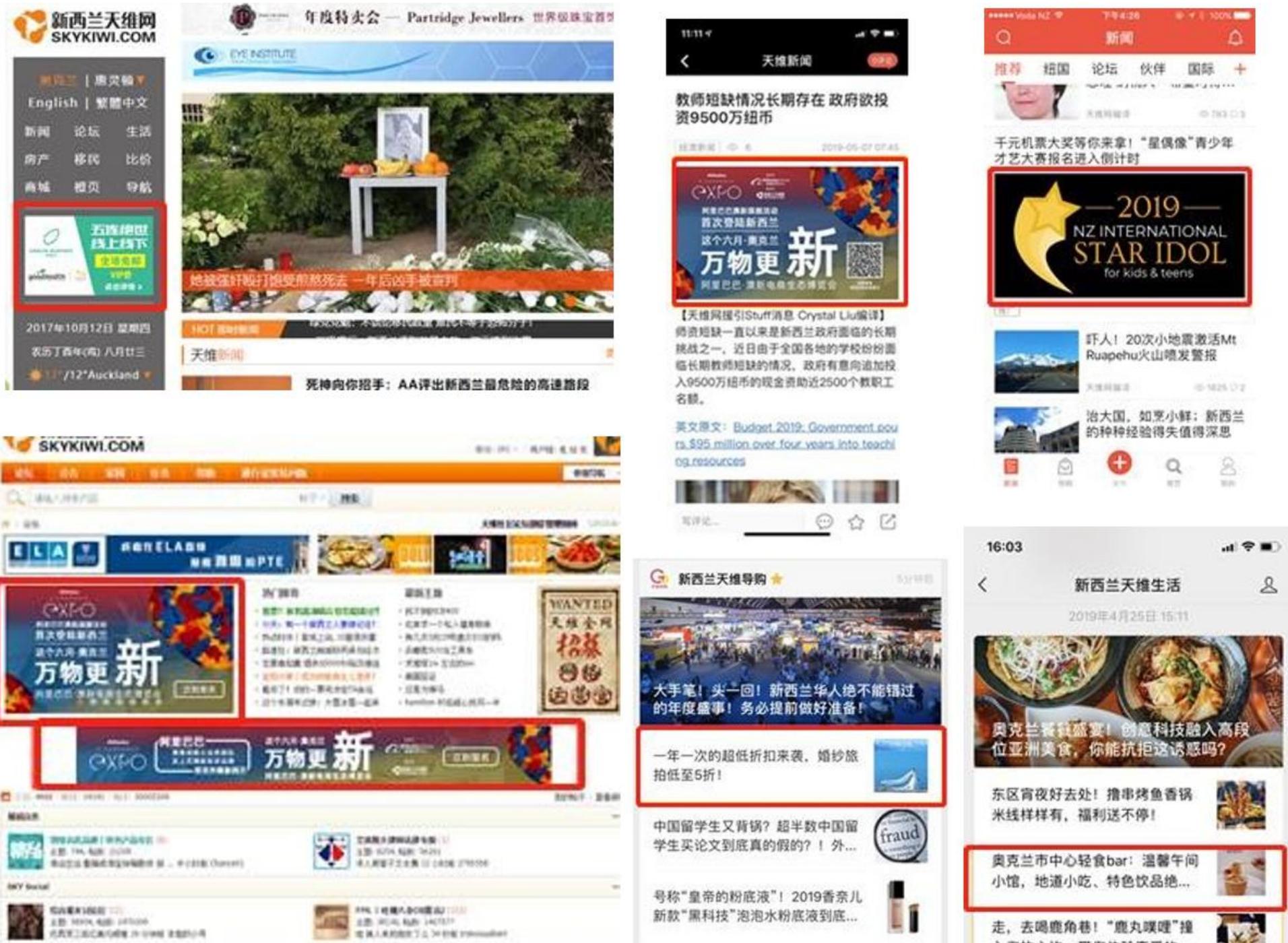
Booth Option	Include	Price
Option 1	One 3m x 3m standard stand, one table and two chairs	NZD\$ 2,499 + GST
Option 2	One 3m x 6m standard stand, two tables and two chairs	NZD\$ 3,499 + GST
Option 3	One 6m x 6m standard stand, two tables and four chairs	NZD\$ 5,999 + GST

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 until 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

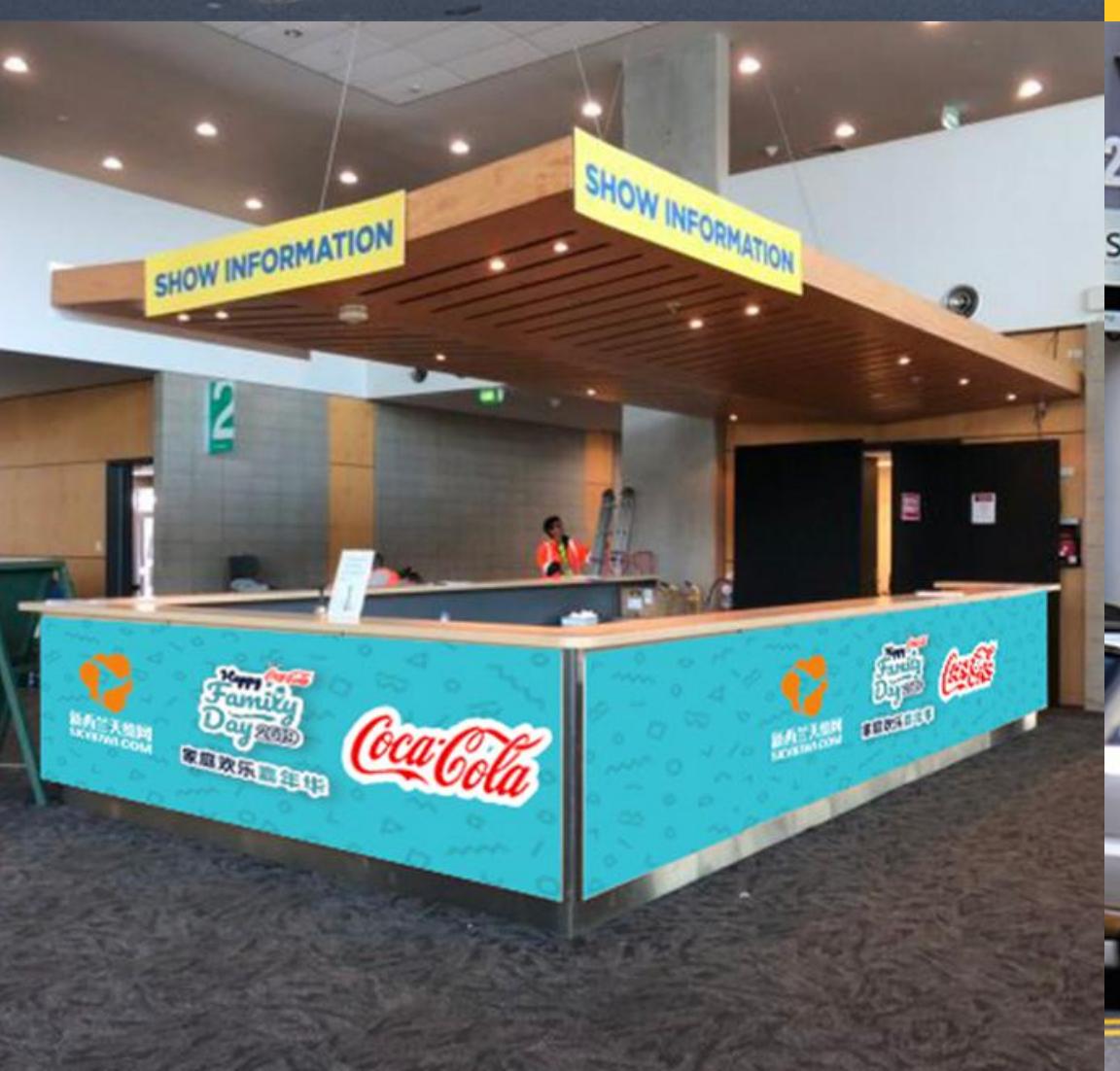
Lifestyle WeChat

Headline Article \$700

All promotions are "exclusive" appearance.

Editing fees excluded.

Packages are valid until 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



Platinum Sponsorship Total Worth: NZD\$51,900

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

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



**Skykiwi
20th Anniversary**



What else...?



**乘风
GO! YOUNGSTER
少年**

初生无畏 勇敢前行

**GO! YOUNGSTER
Talent Show Competition**

Thank you.

Wish to hearing from
you soon



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