



Find out more: phone 379 2020 or visit www.aucklandcity.govt.nz

EVENT ASSESSMENT CRITERIA – EVENT SPONSORSHIP

Does the event:

1. Raise the destination profile

The event lifts the status, awareness or profile of Auckland as a destination through event marketing, participation and/or media exposure.

- marketed nationally/internationally
- national media coverage
- international media coverage
- lifts status of Auckland to host the event.

2. Showcase “unique Auckland”

The event is unique to Auckland and a point of difference globally. The event showcases the city’s character, history and/or culture. The event needs to clearly underpin Auckland’s position as an innovative, creative, vibrant city, and as the first city of the Pacific.

- unique to Auckland nationally
- unique internationally, or a point of difference on a global circuit
- showcases our:
 - history
 - culture
 - character
 - geography
 - venues
- showcases/celebrates Aucklanders and/or gives access to role models.

3. Increase visitation

The event adds to the number of people who would normally come into Auckland, thereby providing potential commercial return to businesses within the Auckland City Council area. An event building business links or encouraging employment opportunities will be favoured.

- into CBD
- from across the region and/or from around NZ
- increases international visitation
- encourages/builds business links/programmes or employment in Auckland
- commercial return to businesses within Auckland City.

4. Build corporate reputation

The event enhances Auckland City Council’s reputation and/or the services Auckland City Council provides.

- opportunity for relevant engagement/promotion of corporate services to enhance our reputation:
 - communicate key messages
 - presence in promotional plan
 - engage/connect with audience
 - on-site signage
 - deliver services in relevant way e.g. transport, parking, waste management
- fit with Events Strategy
- fit with Council’s other strategies e.g. Blueprint
- opportunity for staff engagement/involvement and/or foster organisation’s culture.

5. **Strengthen and connect communities**

The event engages and/or brings together many community sectors across Auckland. Specifically, the event will:

- offer free participation (in part or in whole)
- educates audience
- fosters spirit of togetherness and/or well-being
- builds pride in community / Auckland
- accessible by the masses.

6. **Develop Auckland's capabilities**

The event highlights and promotes one of Auckland City's strategically identified sectors of importance.

- supports creative industries
- develops competence of events industry in Auckland.

7. **Build relationships**

The event provides Auckland City Council with an opportunity to connect with key stakeholder groups. These relationships will be developed locally, nationally and internationally and could be further leveraged into formal or informal networks.

- fosters tolerance/understanding of cultures in Auckland
- business networking opportunities
- hospitality opportunities.

8. **Promote sustainability**

The event applies environmentally sound operations and actively works to promote green initiatives. The event also needs to practice sound financial management.

- environmentally sustainable
- financially sustainable
- respects the environment / promotes protection of key assets.

9. **Calendar Fit**

The event adds value to the Auckland annual events calendar by providing a 'fit' based on

- Timing: spread of events across calendar year
- Location: spread of events across Auckland's public spaces / venues
- Audience: events meeting all of Auckland's interest groups