

# Sponsorship Opportunity

*Support content & kōrero that shapes our towns for the better*

## You'll help people make Wellington better

Sponsorship of Talk Wellington is a statement of confidence in Wellington's everyday people.

It publicly declares your belief that people, when fuelled with quality information, can make better decisions and be forces for good - from household to citywide.

## We're a good value investment

Talk Wellington's business model combines the best of volunteerism and professionalism.

2017-18 has shown that the core Talk Wellington crew typically work between two and three times the hours they're paid to.

Greater ability to pay people means greater quality and reach of our information, as well as enabling us to do more things that engage Wellington people constructively with the place we live.

## Independence: praiseworthy


Independence - and perceived independence - is vital for any public information to be trusted. It's a small country, and even smaller Wellington region - but Talk Wellington's information about any initiative must be seen to be based on the merits, not on who's funding us.

Sponsorship rests on a shared public good ethic, and our sponsors' reputations are uniquely enhanced by the independence of their generosity.

## Where would we like to go in 2019?

Our 2018 startup focus was transport.

In 2019 we want to focus on the key opportunities - and threats - for Wellington's livability, sustainability and accessibility, being generated by initiatives in transport, housing and urban form.



**In 2019** it will be crucial to have Talk Wellington's local focus continue: there will be even less local issues reporting by mainstream media, and local body elections are happening.

Throughout the year we want to do targeted work in our focus areas with an eye to elections. We'll be helping engage and inform voters and candidates, and leading Wellington-wide kōrero.

## Sponsoring us makes a huge difference

### As a hero sponsor (between \$10k - \$20k), your donation...

- of \$10k** means we can do more outreach, into more geographic and interest-based communities around the region,
- of \$11k** can fund 50 articles from local writers (a further \$4k will enable less-heard voices to be brought out),
- of \$15k** would enable us to give advisory support to community groups, especially important in a local body election year.

### As a superhero sponsor (between \$20k-\$60k), your donation...

- of \$20k** can provide a part-time specialist social media manager to supercharge our social media strategy and operations,
- of \$35k** can add an essential extra person to our small editorial team (writing content, editing and copy-editing contributors' content),
- of \$60k** will mean we can do all the above **plus** deliver five events across the region - engaging people who are normally under-represented in transport and urban issues.

#### As a Talk Wellington

### **Hero** you can get:

- Your name at the footer of our website and our regular roundup emails
- Preferential access for your people to our events
- A button for your own website and/or your collateral: "Proud Hero Sponsor of Talk Wellington"

**Could you be our next  
Talk Wellington  
Hero or Superhero?  
Ka rawe!  
Let's talk.**

#### As a Talk Wellington

### **Superhero** you can have:

- Your name/logo permanently displayed on talkwellington.org.nz (e.g. on a header banner, or all articles in a category - e.g. Public Transport, Homes & Neighbourhoods)
- Your logo at the head and foot of our regular roundup emails
- At Talk Wellington events: your logo on all event advertising material and emails, and a special shout-out from the MC
- Preferential access for your people to all of our events
- A Superhero button for your website and/or your collateral: "Proud Superhero Sponsor of Talk Wellington"

Contact us to discuss how this opportunity will work best for you.

Isabella Cawthorn, Talk Wellington Founder & Convenor

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