

SUPPORTED BY



THE NEW ZEALAND CIDER FESTIVAL

7TH NOVEMBER 2020
FOUNDERS PARK, NELSON



2020
**CIDER MAKERS
PROPOSAL**

WELCOME!

Cider New Zealand is delighted to be working once again alongside Nelson Venues & Events to bring you the NZ Cider Awards and the NZ Cider Festival!

This will be our 5th year bringing this event to the sunshine capital of Nelson. In 2019 we welcomed over 2,800 people to the venue at Founders Heritage Park and we look forward to making this year even bigger and better.

We are delighted to present sponsorship opportunities for both the awards and the festival and invite you to consider participating as a sponsor in this annual celebration of New Zealand Ciders.

In addition to the key sponsorship benefits, supporting these events will enable you to align your brand with New Zealand's only national Cider Festival and the prestigious NZ Cider Awards. Alongside this, the opportunity to interact with key industry and consumer groups.

We look forward to having you partner with us for the 2020 NZ Cider awards and NZ Cider Festival!



Jody Scott
Chairman
Cider New Zealand



**Lea Boodee
& Shelley Haring**
Directors
Nelson Venues & Events

FESTIVAL OVERVIEW

The first ever and only New Zealand Festival dedicated exclusively to Cider launched in November 2016, broadening the awareness and popularity of this emerging product while expanding the consumer base and increasing demand.

The Festival is an annual celebration of the diversity of Cider, including both Traditional and New World varieties from around the country. Described by National Geographic as a "heaven for Cider seekers", Cider is at the heart of the Nelson region, producing over 50% of the country's Cider due to its high concentration of Cideries making it the ideal location to host the annual New Zealand Cider Festival!

Event attendees can enjoy a wide range of Cider, local artisan fare and family friendly fun and entertainment while experiencing the stunning vistas of the mountain ranges, sweeping sandy beaches and plentiful sunshine hours that the region offers.

We will again be combining the date with the NZ Cider Awards, making it easy for Cider makers to attend their industry AGM and awards evening, as well as the consumer Cider event of the year.

ENVIRONMENTAL FOCUS

The event continues to work towards zero waste by ensuring food and drinks are supplied in re-useable or recyclable/compostable containers, including the Festival's souvenir sponsored glass.

THE VENUE

The event is nestled into the historic surroundings of Founder's Heritage Park. Find out more about the park on their website: www.founderspark.co.nz



HOW DID 2019 GO?

2,800

**Total attendees
on the day**

20%

**INCREASE IN
PRE-SALES
FROM 2018**

24

**Majority of
attendees aged
between
24 – 54 years**

54

\$20 \$100

85%

**of attendees
spending between
\$20 and \$100 each
at the festival**

73% FEMALE



31%

**STAYED THE NIGHT
IN NELSON**

**“A chance to try
ciders from small
cider producers we
otherwise would have
never know about.”**

Festival Attendee



WHY BE A STALLHOLDER AT THE NZ CIDER FESTIVAL 2020?

The Festival's target audience are active Cider drinkers as well as individuals new to Cider.

Top comments from the post-event survey on the enjoyment of the Festival were based around the great variety of Ciders and the relaxed atmosphere and vibe.

The broad range of food and beverages, talented New Zealand musicians and a great entertainment area for the kids ensure Festival goers are kept interested and engaged throughout the day.

Live events provide the best possible platform for interactive marketing. Your brand gets in front of thousands of consumers as well as promoted via the pre-event build up internationally and nationally.



As a Stallholder you will:

- Increase brand profile and awareness
- Educate consumers on your specific product, process, style and history
- Meet thousands of new customers and strengthen relationships with current ones
- Forge a direct and personal relationship with consumers, bridging the gap with your consumers and personalising their relationship with you
- Showcase your full product range and offer tastings
- Generate revenue via product sales at the event with on and off-sale options
- Launch new or limited-edition products generating media and consumer interest
- Promote your award-winning products
- Create new advocates and brand ambassadors for your product
- Benefit from national publicity of the event
- Compete with other Festival Cider Makers to be the People's Choice Awards Winner
- Align your business with The NZ Cider Festival's expanding brand

FESTIVAL INFORMATION

Venue: Founders Heritage Park, Atawhai, Nelson

Date: Saturday 7th November 2020

Time: Gates open 1pm – 7pm

Set Up: Friday 6th November between 2-5pm and Saturday 7th November between 9 – 12pm

Pack Down: All stands and equipment must be cleared by 11am on Sunday 8th November

AGM & AWARDS INFORMATION

AGM: Friday 6th November 2020, Time tbc, Jaycee Room

Awards: Friday 6th November 2020, 6pm – 8pm, The River Kitchen

“What a fabulous Cider Festival that was! Thank you team Nelson Venues and Events for putting on an epic event – you rock!”

Caroline Peckham, Peckhams' cider





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SPECIAL LICENSE

The event will hold a special license for the sale of alcohol. However, stallholders are always required to have their own duty manager onsite, whilst alcohol is for sale. We will not be offering an off-sales service this year but will be directing consumers to our website for a list of stockists.

Please provide your list of stockists for us to upload onto the Festival website.

SOUVENIR GLASSES

We will be providing souvenir glasses to attendees. Cider will only be served in official event glasses.

Each glass will have 3 pouring lines for different prices:
80ml Taster - \$2.00, 150ml Half Glass - \$4.00, 330ml Full Glass - \$8.00

EFTPOS

All stallholders are required to have eftpos facilities as there will only be limited cash out available. We recommend bringing your own eftpos. Your bank will be able to offer you more information on available options, such as: mobile device eftpos terminals and connections.

Alternatively we will have some machines available to hire in our 'Additional Options'.

FOOD & DRINK STALLS

As part of our zero waste policy all stallholders are expected to commit to reducing waste at every stage of their participation in this event. This includes making procurement choices which reflect best sustainability practice (for example choosing products with less packaging or a lower carbon footprint).

MARKETING AND PROMOTION TIPS - STARTING FROM 1ST JULY 2020

As a Cider maker you already have passionate followers and contacts who love Cider – no need to convince them to drink Cider; just let them know they can try a whole bunch and vote for their favourite at the only dedicated Cider Festival in NZ on November 7th in Nelson (and your brand will be there too, so they can help you win the People's Choice Award!) Full details to be confirmed at a later date.



CIDER MAKER STALLHOLDER OPTIONS



PREMIUM STALLHOLDER

\$950
(+ GST)

Premium stall option includes:

Company profile on website listing, with logo and hyperlink to your home page

Logo listed in the event programme tasting notes

6m x 3m indoor or outdoor floorspace

2 x 1.5m bar counter

2 x 2.4m trestle table

2 x power outlet

Access to 2m x 1m x 1m bulk refrigeration area

Ice banks for 2 x draft pour

4 complimentary stallholder passes

4 complimentary event glasses

Stand signage displaying ciders and prices



Limited sites available. First in first offered. We reserve the right to give first refusal to major sponsors. Outdoor, stallholders must be equipped for all weather.

STANDARD STALLHOLDER

\$500
(+ GST)

Standard stall option includes:

Company logo on the event website with a hyperlink to your home page

Logo listed in the event programme tasting notes

4.5m x 3m indoor or outdoor floorspace

1 x 1.5m bar counter

1 x 2.4m trestle table

1 x power outlet

Access to 1m x 1m x 1m bulk refrigeration area

3 complimentary stallholder passes

3 complimentary event glasses

Stand signage displaying ciders and prices



Limited sites available. First in first offered. Outdoor, stallholders must be equipped for all weather.

ECONOMY STALLHOLDER

\$350
(+ GST)

Economy stall option includes:

Company logo on the event website with a hyperlink to your home page

Logo listed in the event programme tasting notes

1 x 1.5m bar counter

1 x power outlet

Access to 0.5m x 0.5m x 1m bulk refrigeration area

2 complimentary stallholder passes

2 complimentary event glasses

Stand signage displaying ciders and prices



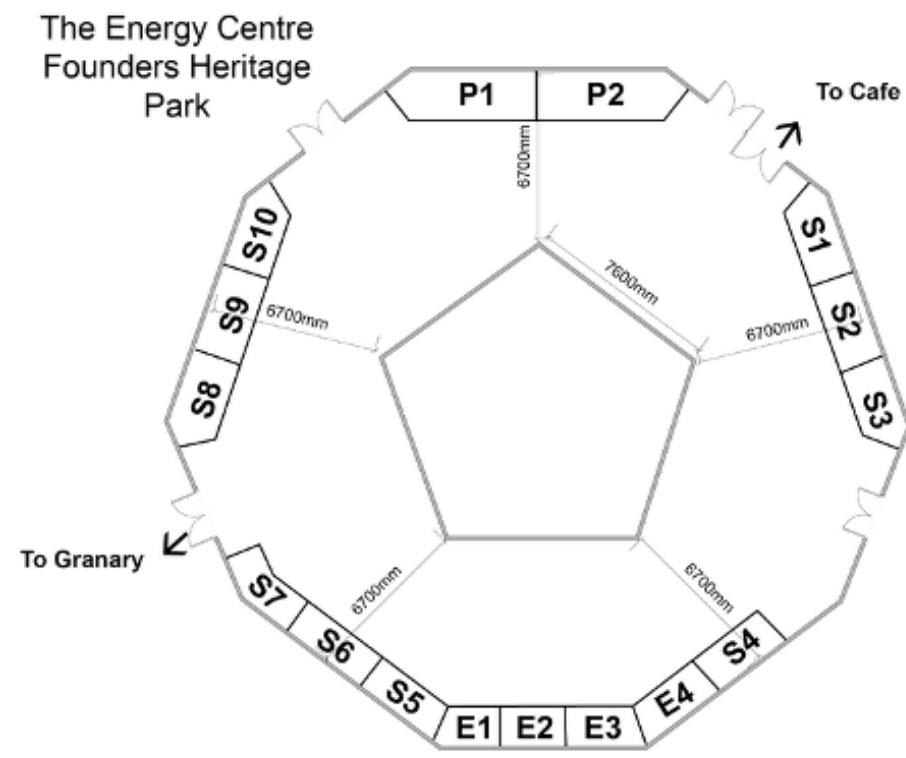
ADDITIONAL OPTIONS

| | |
|---|------------|
| Ice banks | \$75 +GST |
| Trestle tables | \$25 +GST |
| Power outlets | \$50 +GST |
| Eftpos hire | \$100 +GST |
| Additional stallholder passes | \$20 +GST |
| Festival tickets for friends and family (discounted)* | \$20 +GST |
| Marquee 6x3m | POA |
| Marquee 3x3m | POA |

Limited Availability.

* Festival tickets are not for resale and are limited to 6 per stall. (Tickets for giveaways and promotions are available on request).

INDOOR LOCATIONS



OUTDOOR LOCATIONS



LOCATION OPTIONS

| | |
|--|----------------------------|
| Premium Indoor (2 Available) | P1 – P2 |
| Premium Outdoor (5 Available) | P3 - P7 |
| Standard Indoor (10 Available) | S1 – S10 |
| Standard Outdoor (2 Available) | S11 (4.5x3m) S12 (3x3m) |
| Economy Indoor Only (4 Available) | E1 – E4 |

Site allocations may change depending on weather and availability.

KEY PLANNING DATES 2020

| DATE | DETAIL | NOTES |
|-----------------------------|--|--|
| 1st May 2020 | Cider Maker Applications Open | Sites allocated 1st in 1st pick |
| 1st May – 24th May | Pre-Earlybird Ticket open | \$25, under 18 free |
| 25th May – 31st July | Early Bird tickets open | \$30, under 18 free |
| 31st August 2020 | Stallholder Applications close | |
| 31st July 2020 | Early Bird Tickets close | This may extend |
| 1st August – 6th Nov | General Ticket goes on sale | \$35, under 18 free |
| 30th September 2020 | Sponsorship Applications close | |
| 9th October 2020 | Tasting Notes due | |
| 1st October 2020 | Adverts due for programme | |
| 6th November 2020 | Pack-in Starts - Founders | from 9am |
| 6th November 2020 | NZ Cider Festival AGM NZ Cider Awards | Venue & Time tbc Venue tbc, 6pm – 8pm |
| 7th November 2020 | NZ Cider Festival - Founders | 1pm – 7pm Gate Sales \$40 under 18 free |

TERMS AND CONDITIONS

A) Definitions

1. The 'Organisers' referred to in these conditions are Nelson Venues Ltd
2. The Stallholder means the person or organisation hiring or seeking to hire a New Zealand Cider Festival stand or site, or otherwise participating in The New Zealand Cider Festival.

B) Terms of Trade

1. Applicants must be paid, up to date members of the Fruit Wine & Cider Association
2. Applications must be paid for within 30 days of receipt and not later than 6 weeks prior to the Festival.
3. Stallholders may not occupy stands until all fees due are paid in full and will forfeit to the Organisers all rights under this contract, unless prior arrangements have been agreed with the Organisers. The Organisers may evict any stallholder (together with their exhibit) in the case of non-compliance. The cancellation policy below shall also apply.
4. Completion and lodgement of the application form does not constitute acceptance by the Organisers.
5. Verbal agreements shall be valid only after written confirmation by the Organisers.

C) Cancellation Policy

1. If you cancel your booking with The New Zealand Cider Festival, all fees are non-refundable. Cancellation includes failure to appear at The New Zealand Cider Festival, or abandoning The New Zealand Cider Festival before the closure date and time.
2. If The New Zealand Cider Festival is canceled by the Organisers, or for any reason, or your application is declined, any monies paid will be refunded in full.

D) Health and Safety

1. Stallholders are to ensure that their display and any onsite activity complies with the Health and Safety at work act 2015 (hereafter called the Act) and any other applicable safety laws, regulations, standards, policies, procedures or other similar matters.
2. Stallholders and participants are to follow the directions of the Organisers or authorised officials in respect to matters of health, safety and hazard control on site.
3. Any hazards stallholders or participants bring onto the site, or that arise from their activities on the site, that could lead to serious harm (see definition in the Act) must be reported to the Organisers, in writing, 10 working days prior to the set up day, together with the control measures intended to use to eliminate, isolate or minimise the hazard.
4. Any accident on site, at any time, must be reported to the Organisers immediately.

E) Stallholder Presence

1. All stands must be staffed throughout the hours that The New Zealand Cider Festival is open to the public.
2. Access to Founders Park is available on Friday, 6 November from 2pm - 5pm and Saturday, 7 November from 8 – 12PM for set up. All stands and equipment must be completely set up and in place by 12.30 Pm on Saturday and must be removed by 11am on Sunday 8 November. No stands shall be removed earlier than 7.00 pm on Saturday, 7 November.
3. The stallholder undertakes to construct any displays, providing all materials and labour at their own expense and to have the display ready by the time specified by the Organisers preceding the opening of the event.

F) Licences and Permits

1. The stallholder is solely responsible for: special licences (excluding onsales and offsales licence), dangerous goods, amusement licences, government and local government consents etc.
2. The stallholder agrees to comply with all directions and legal requirements of all government and local government bodies and with these requirements, terms of trade and conditions and policies during the term of this event (including set up and breakdown days).

G) Stand Requirements

1. The contractual price (unless otherwise stated by the Organisers) includes only the stand floor/ground space. It does not include such things as: telecommunications (including Eftpos and computer connections), water, gas, waste, compressed air, etc., insurance, cleaning of exhibits, loading and handling equipment and staff, telephones, dressing of stand, advertising catalogues or handbills. Any utilities supplied by or on behalf of a stallholder to a stand must be undertaken only with the prior agreement of the Organisers.
2. Outdoor stallholders should ensure they have sufficient arrangements, including rain covers and shelter, for adverse weather conditions. Relocation to an indoor site will not be possible.
3. Stallholders must contain their entire display, serving areas and advertising within the bounds of their own site(s), with no encroachment into walkways or neighbouring sites.
4. Any products or advertising on stallholder site(s) that is not directly the stallholder's own, will be removed from the event without notice. No advertising or reporting media or agents, other than The New Zealand Cider Festival sponsoring media, will be allowed into the event or to broadcast from the event, except with the prior written approval of The New Zealand Cider Festival Organisers.
5. Stallholders are required to keep their site clean and tidy during the event.

6. The stallholder's site(s) must be returned to their original condition upon dismantling. This includes making good outside or groundworks (if applicable) and all excavations in a trades-like manner. All stones and bark to be removed, and turf work completed to the satisfaction of the Organisers.
4. After hours security will be arranged by the Organisers.

5. Outdoor stallholders are advised to consider insurance for any conditions arising from exhibits being exposed to weather and outdoor conditions.

H) Damage, Insurance and Liability

1. No painting of, or permanent change to venue or site floors, ground surfacing or walls is permitted, and the stallholder is responsible for remedying of any damage caused to the venue or site, including consequential damage caused to the site or utilities from faulty stallholder equipment, including electrical equipment. Stallholders will be charged for any such damage.

2. Stallholders must remove all their own rubbish to the allocated areas. Stallholders will be charged for the removal of any of the stallholder items (including rubbish) remaining after the stallholder has dismantled and vacated the site(s).

3. The Organisers shall be under no liability for the loss of or damage to any property of the stallholder; their servants, agents, invitees, or licensees, however caused. The stallholder is accordingly advised to take out all necessary insurance. The stallholder is solely responsible for arranging public liability insurance in respect of any loss or damage caused to the venue property; or caused by any New Zealand Cider Festival participant or stallholder or their property.
6. The stallholder accepts liability for any taxes, duties, fees or charges, including GST, which might at any time hereafter become liable in respect of this contract AND the stallholder agrees to indemnify the Organisers in respect to such taxes, duties, fees or charges, including GST. The Organisers shall be under no liability for the losses to the stallholder; their servants, agents, invitees, or licensees arising out of actions taken or omitted by the Organisers to administer or enforce these requirements, terms of trade and conditions and policies.

DISCLAIMER

In the event of industrial disruption, or other unforeseen circumstances that disrupt the event, the event organisers accept no responsibility.

The information on the event website and in the printed collateral is correct at the time of publication. However the event organisers reserve the right to change information.

The event organisers disclaim any and all liability to any person in respect of the consequences of any failure to operate, accident or injury which may occur on services reserved and ticketed by Nelson Venues or where operator error or accident is the cause.

The New Zealand Cider Festival will take place regardless of the weather (within reason).

Children under 18 must be accompanied by a parent/guardian or caregiver.

The right is reserved to add, withdraw or substitute artists and vary the advertised programme.

If the event is canceled for any reason beyond the organisers' control, there is no right of exchange or refund.



**NELSON
VENUES
& EVENTS**

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