



2021 SPONSORSHIP

INFORMATION



New Zealand
Chinese
Language Week
新西兰中文周



ABOUT NZCLW

New Zealand Chinese Language Week (NZCLW) is a Kiwi-driven initiative designed to increase Chinese language learning in New Zealand and deepen cultural understanding with our largest trading partner.

NZCLW seeks to bridge the cultural and linguistic knowledge gap between China and New Zealand by delivering fun and practical initiatives that assist Kiwis to learn Chinese.

The initiative is the first of its kind in any Western country and emerged in the context of a rapidly strengthening relationship between New Zealand and China.

WHY DO WE NEED NZCLW?

NZCLW helps New Zealanders feel familiar with China and its people, enhancing cultural understanding and linguistic communication to boost interaction both in trade and cultural exchange.

This involves New Zealanders becoming more “Asia literate” and fostering political, economic, and social relationships. China is a key area of focus for this.

China is now our largest trading partner, as well as being a vital source of tourism and international students. NZCLW builds on the Government’s objective to strengthen our relationship with Asia by actively participating in the growth and prosperity of the Asian region.

Supporting NZCLW will encourage the ongoing development of cross-cultural connections within our Kiwi Chinese ethnic community, as well as leveraging New Zealand’s ability to connect to China.



2020 BY THE NUMBERS



700

Books donated to schools, libraries and politicians in 2020. Up from 500 in 2019.

313,649

Individuals reached on Facebook and Instagram in 2020. Up from 225,805 in 2019.

239

Celebrations and events we are aware of in 2020 despite COVID-19.

1.09M +

Individuals reached through traditional media in 2020.

\$251,390

NZD Total advertising space rate in Kiwi media coverage up from \$165,635 in 2019.

SPONSORSHIP



NZCLW is enormously grateful to all the sponsors and supporters of NZCLW who have provided advice, in-kind support, and financial assistance to date.

For NZCLW to maintain momentum and achieve its goals we are seeking to reaffirm existing partnerships and secure new sponsors for 2021 and beyond. To continue our sustainable future growth, we would prefer a two-three year commitment for the trust to maintain momentum.

WHY SUPPORT NZCLW?

1

Demonstrate your commitment to ensuring New Zealand is accepting and welcoming.

2

Demonstrate your commitment to diversity and social responsibility with key stakeholders

3

Use our platform to promote and show your commitment to the NZ China business relationship

4

Catch the attention of your Chinese audience and grow your community therefore enhancing business connections

5

Increase brand reach on social media and in the national media



WHAT WE ARE ASKING FOR

COMMITMENT	OPPORTUNITIES	INVESTMENT
PLATNIUM	<p>All Gold opportunities plus:</p> <ul style="list-style-type: none">• Position on the Trust as an Honorary Advisor• Acknowledgement in media releases	\$20,000 + GST
GOLD	<p>All Silver opportunities plus:</p> <ul style="list-style-type: none">• Logo on promotional material, including posters to all schools• Space at events for promotional banners/stands where possible• Direct engagement with project team to leverage opportunity to highlight your engagement with China	\$15,000 + GST
SILVER	<p>All Bronze opportunities plus:</p> <ul style="list-style-type: none">• Links and marketing on social media channels	\$5,000 + GST
BRONZE	<ul style="list-style-type: none">• Logo on website and in presentations• Sponsorship pack with useful phrases brochure, trilingual book and lapel badges.	\$2,000 + GST





NEXT STEPS

We would love to hear from you. Please get in touch with our team if you would like to have a meeting with our Chair Jo Coughlan to discuss further.

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Visit us for more info at www.nzclw.com

