



# **NEW ZEALAND CHINESE LANGUAGE WEEK**

2020 SPONSORSHIP PROPOSAL

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[WWW.NZCLW.COM](http://WWW.NZCLW.COM)

# What is New Zealand Chinese Language Week?

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.

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.

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.

## Why do we need it?

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

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.

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

# How It Works

## Project Management

Silvereye project manages NZCLW, promoting and coordinating hundreds of events across the country and maintaining its website as a 'hub' for events, language resources, and content.

Our team manages the NZCLW social media channels and works with partners and sponsors to launch the Week nationally, garner widespread media coverage and deliver keystone projects. These include 2019's publication of 'The Marae Visit', a trilingual book for distribution to schools throughout New Zealand, and 'Useful Phrases', a trilingual brochure for the tourism industry.

The NZCLW Project Management team facilitates:

- Media relations activity
- Mandarin Superstars programme
- Youth Ambassadorships
- Publication and donation of a trilingual children's book
- #5Days5Phrases challenge
- Dumpling Day

- Useful Phrases brochure
- Alumni panel event
- Stakeholder events and relations
- Poster design and distribution
- Lapel pin design and distribution
- Website design and management
- Social media strategy and management
- Videos of support from the Prime Minister, mayors, MPs, CEOs and community leaders





# NZCLW 2019

## By The Numbers

### 1041%

#### INCREASE IN IMPRESSIONS

Instagram impressions grew from 7,360 in 2018 to 83,992 in 2019.

### 500

#### SCHOOLS AND LIBRARIES

Received donated copies of our 2019 and 2018 tri/bilingual children's books.

### 1.49M +

#### PEOPLE REACHED

Audience reached through traditional New Zealand media (73.7% increase on 2018)

### 290

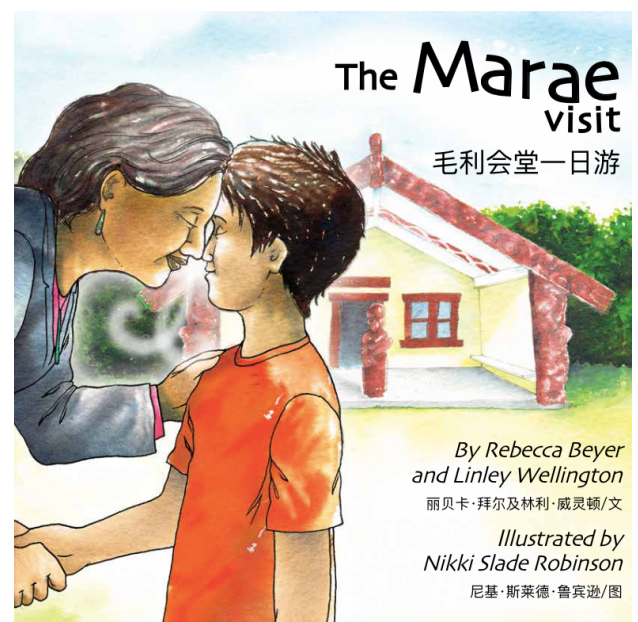
#### EVENTS

Hosted across New Zealand (163% increase on number of events in 2018)

### \$165,635

#### ADVERTISING SPACE RATE (ASR)

Earned in Kiwi media coverage (\$97,166 increase on 2018)





# With Your Support

## In 2020, we seek to:

1

Drive a conversation on the benefits and accessibility of learning Chinese in New Zealand

2

Raise awareness of the trade and business opportunities available to participating New Zealand organisations

3

Increase engagement with Chinese language learning among young New Zealanders

4

Build support within Government for Chinese languages

2020 will be the sixth New Zealand Chinese Language Week. Promoting diversity and embracing Chinese language and culture in the Kiwi narrative, we seek to continue strengthening bonds with our Chinese community while highlighting the openness and friendliness of Kiwis.



# Sponsorship

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

For NZCLW to maintain momentum and achieve its goals we are seeking to reaffirm existing partnerships and secure new sponsors for 2020 and beyond. To continue our sustainable future growth, we would prefer a 2-3 year commitment if possible.

Following the success of the 2019 China-NZ Year of Tourism, we are broadening our focus to all business in 2020, with a continued examination of tourism and the opportunities presented to Kiwi businesses who are tapping into the Chinese market.

## Why become a sponsor?

1

Use our platform to promote and enhance business connections with Chinese communities and market

2

Demonstrate your commitment to diversity and social responsibility with key stakeholders

3

Catch the attention of your Chinese audience and grow your community

4

Increase brand reach on social media and in the national media

5

Connect with supporters like PM Jacinda Ardern, Hon Simon Bridges, Ministers of Tourism and local mayors

# Your Investment

COMMITMENT	OPPORTUNITIES	INVESTMENT
<b>GOLD</b>	<p>All Silver opportunities plus:</p> <ul style="list-style-type: none"> <li>• Position on the Trust as an Honorary Advisor</li> <li>• Acknowledgement in media releases</li> </ul>	\$20,000 + GST
<b>SILVER</b>	<p>All Bronze opportunities plus:</p> <ul style="list-style-type: none"> <li>• Logo on promotional material, including posters to all schools</li> <li>• Space at events for promotional banners/stands where possible</li> <li>• Direct engagement with project team to leverage opportunity to highlight your engagement with China</li> </ul>	\$15,000 + GST
<b>BRONZE</b>	<ul style="list-style-type: none"> <li>• Logo on website and in presentations</li> <li>• Links and marketing on social media channels</li> <li>• NZCLW lapels (10 free)</li> </ul>	\$5,000 + GST