

HWT Partnership Matrix FY24

ACTIVITY prices are GST excl

	BRONZE \$1,500	SILVER \$3,000	GOLD \$6,500	PLATINUM \$10,000	BESPOKE \$15,000+
DOMESTIC ACTIVITY					
Consumer campaign landing page on waikatonz.com inclusion	●	●	●	●	●
Consumer Google Display advertising				●	●
Consumer Google Search advertising			●	●	●
Consumer Social Media advertising		●	●	●	●
Consumer print advertising					●
Other consumer paid advertising (may include cinema, bus backs, billboards etc)				●	●
Regional business events famil & site visit inclusion		●	●	●	●
Business Events strategy roadshow rollout					●
Participation in regional business events advocates programme				●	●
Inclusion in business events enquiries & bid documents			●	●	●
Domestic business events sales calls representation			●	●	●
Invitation to attend local networking/hosted event planner events			●	●	●
Joint venture business events sales activities & projects					●
Domestic business events tradeshow representation		●	●	●	●
Media pitches & famils			●	●	●
Inclusion in editorial and advertorial			●	●	●
Attendance at partner updates and networking events	●	●	●	●	●
Opportunity to host a networking or update event				●	●
INTERNATIONAL ACTIVITY					
Representation in Australian business events activity			●	●	●
Inclusion in business events famils				●	●
Inclusion in consumer media pitches and famils			●	●	●
Inclusion in travel trade famils*	●	●	●	●	●
Representation by HWT at on & offshore trade events*	●	●	●	●	●
Profile inclusion in travel trade manual *	●	●	●	●	●
DIGITAL					
waikatonz.com – featured website listing **	●	●	●	●	●
waikatonz.com - homepage placement (rotational) **		●	●	●	●
waikatonz.com – Chinese NZers campaign section	●	●	●	●	●
meetwaikato.com – enhanced website listing	●	●	●	●	●
HWT Twitter	●	●	●	●	●
HWT Facebook			●	●	●
HWT Instagram					●
HWT Weibo			●	●	●
Listing in Business Events e-Directory – ad size based on partnership level	●	●	●	●	●
Local residents consumer e-newsletter	●	●	●	●	●
Domestic external markets consumer & BE e-newsletter		●	●	●	●
International consumer e-newsletter				●	●
Media e-newsletter					●
Travel trade e-newsletter*		●	●	●	●

- KEY**
- Included activity
 - May be included on a case by case basis
 - * Available to trade-ready products only
 - ** Available to all, conditional on operator creation

NOTE:
A specific travel trade only partnership (representation by HWT at travel trade events and profile inclusion in the Waikato Trade Manual) is available for \$600 + GST