

CANTERBURY
HERITAGE AWARDS

A FUTURE FOR OUR PAST

2018 Sponsorship Proposal



Executive Summary

The Christchurch Heritage Awards Charitable Trust was established to develop and deliver a quality and innovative programme of Heritage Awards. The Canterbury Heritage Awards will recognise excellence in heritage retention and conservation, heritage tourism and heritage education within the public and private sector and will promote the values of best practice heritage retention and conservation to the wider community.

The inaugural Heritage Awards were launched in June 2010 with the first Awards Ceremony taking place in October 2010. The 2010 Awards focussed on nominations and entries from the Christchurch area. The 2012 Awards covered parts of Canterbury for the first time. In 2014 the Award categories were revised to more closely align with the post-earthquake environment and in 2016 the awards took another step up with the honour of being the first event held at the Christchurch Arts Centre's newly restored Great Hall.

We are delighted to announce that the 2018 Awards will take place in the wonderfully restored Isaac Theatre Royal. We look forward to being hosted in one of New Zealand's truly great arts and culture spaces.

The Right Honourable Helen Clark, ONZ, former Prime Minister of New Zealand and former Administrator of the United Nations Development Programme is the Patron of the Canterbury Heritage Awards. Neil Dawson, prominent New Zealand sculptor, was commissioned to design the Category Award Trophy and the Supreme Award Trophy. Dr Anna Crighton, director of the Christchurch Heritage Trust and Jenny May, Director of Heritage Management Services are trustees of the Trust. The judging panel will include a representative from the New Zealand Institute of Architects (Canterbury Branch), the Institute of Professional Engineers, the Chief Executive of Heritage New Zealand and independent architectural historians.

Funding for the Canterbury Heritage Awards is being sourced from grants and the establishment of a complementary family of sponsors, who will have naming rights to an appropriate Award Category, along with a host of supporting sponsors. The Trust will work collaboratively with existing heritage agencies and stakeholders and through its own marketing initiatives to ensure maximum exposure for the Awards, the Award finalists and recipients and the sponsors to the wider community.

Vision

To be a catalyst for encouraging the retention and preservation of Christchurch and Canterbury's cultural heritage.

Mission

To promote and celebrate heritage retention, conservation and education by recognising excellence through a quality and innovative awards programme, awards ceremony and lectures.

A wide-angle photograph of the interior of the Isaac Theatre Royal. The view is from the back of the auditorium, looking towards the stage. The seating consists of multiple tiers of red upholstered chairs. The walls are a deep red, and the ceiling is a large, ornate dome with a central fresco of figures in a cloudy sky, surrounded by gold leaf decorations. A large, modern, diamond-shaped chandelier hangs from the center of the dome. The side walls are decorated with white and gold architectural details. The overall atmosphere is one of grandeur and historical elegance.

2018 Awards Ceremony Venue
Isaac Theatre Royal

Naming Rights Sponsor – Canterbury Heritage Awards \$15,000 + GST

Overall Canterbury Heritage Awards Sponsor.

Sponsor Benefits - Outline

- Naming rights to the Award or Event chosen in all publicity
- Brand recognition on trophy and certificates for that Award category
- Sponsors trophy - your own Neil Dawson Trophy acknowledging your support
- Ten complimentary tickets for awards event (table of ten guests)
- Opportunity to present your sponsored Award
- Opportunity to have input into nominees for Award
- Photo and media opportunities at the Awards Ceremony
- Acknowledgement in press releases, prior to and post Awards
- Online - acknowledgement, sponsor profile and link to your website
- Brochure – logo recognition, naming of Award category or Event
- Signage at the Awards Ceremony and the Lecture
- Awards Ceremony – acknowledgement on the programme, by the MC and on the AV presentation.
- Mailout – inclusion of one promotional item in media kits or database mailing.
- Media – recognition in the Canterbury Heritage Awards results feature
- Ten complimentary tickets to the Lecture Evening

This is a general overview of the key benefits available to Canterbury Heritage Awards sponsors. Benefits can be tailored to best suit your specific marketing objectives and we welcome the opportunity to meet with you to discuss these and to ensure that you receive maximum leverage from your investment in the Canterbury Heritage Awards.

Supreme Awards Sponsor – Canterbury Heritage Awards \$10,000 + GST

Sponsor Benefits - Outline

- Naming rights to the Award or Event chosen in all publicity
- Brand recognition on trophy and certificates for that Award category
- Sponsors trophy - your own Neil Dawson trophy acknowledging your support
- Four complimentary tickets for Awards Ceremony
- Opportunity to present your sponsored Award
- Opportunity to have input into nominees for Award
- Photo and media opportunities at the Awards Ceremony
- Acknowledgement in media releases, prior to and post Awards
- Online - acknowledgement, sponsor profile and link to your website
- Entry Brochure - logo recognition, naming of Award category or Event
- Signage at the Awards Ceremony
- Awards Ceremony - acknowledgement on the programme, by the MC and on the AV presentation
- Mailout - inclusion of one promotional item in media kits or database mailing
- Media - recognition in the Canterbury Heritage Awards results feature
- Four complimentary tickets to the Lecture Evening

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Awards Category Sponsorship - \$6,750 + GST

Please refer to "Award Categories" for more information about the different award categories.

Sponsor Benefits - Outline

- Naming rights to the Award or Event chosen in all publicity
- Brand recognition on trophy and certificates for that Award category
- Sponsors trophy - your own Neil Dawson trophy acknowledging your support
- Four complimentary tickets for Awards Ceremony
- Opportunity to present your sponsored Award
- Opportunity to have input into nominees for Award
- Photo and media opportunities at the Awards Ceremony
- Acknowledgement in media releases, prior to and post Awards
- Online - acknowledgement, sponsor profile and link to your website
- Entry Brochure - logo recognition, naming of Award category or Event
- Signage at the Awards Ceremony
- Awards Ceremony - acknowledgement on the programme, by the MC and on the AV presentation
- Mailout - inclusion of one promotional item in media kits or database mailing
- Media - recognition in the Canterbury Heritage Awards results feature
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2016 Award Sponsors: Christchurch Heritage Trust, CeresNZ, Insight Unlimited, Heritage Management Services, KPI Rothschild, Warren Mahoney, PKF Goldsmith, Continental Catering

Lost Christchurch – In Memoriam - \$5,000 + GST

A film (Lost Christchurch – In Memoriam) was commissioned in 2012 to begin tracking the progress of important heritage sites following the Canterbury earthquakes. This film was updated for the 2014 and then for the 2016 ceremony and now over seven years since the first earthquake the film will be revisited once more to reflect our progress since September 2010.

This film features some twenty Heritage buildings that have gone forever. The film reminds us of the damage the earthquake caused and focuses on the evolving state of those particular sites.

The film is played during the Awards Ceremony and features on the Canterbury Heritage Awards website.

Sponsor Benefits - Outline

- Naming rights to this segment in all publicity: *Christchurch – Seven Years On. Proudly sponsored by Stockman Group and KPI Rothschild*
- Four complimentary tickets for the Awards Ceremony
- Opportunity to put forward nominees for the Awards
- Online acknowledgement on www.heritageawards.co.nz
- Acknowledgement in newsletters to the Heritage Awards database
- Awards Ceremony - acknowledgement on the programme, by the MC and on the AV presentation.
- Four complimentary tickets for the Lecture Evening

This is a general overview of the key benefits available to Canterbury Heritage Awards sponsors. Benefits can be tailored to best suit your specific marketing objectives and we welcome the opportunity to meet with you to discuss these and to ensure that you receive maximum leverage from your investment in the Canterbury Heritage Awards.

[Link to the 2016 version of the film.](#)

Pecha Kucha-Style Presentations - \$2,500 + GST

Two Pecha Kucha-style talks are delivered before the Supreme Champion Announcement. This segment is educational and entertaining and includes two interesting presentations. Pecha Kucha was devised in Japan in 2003 by Klein Dytham Architecture as a way to stop architects from talking too much or too long about projects! A Pecha Kucha-style presentation comprises of 20 slides which are shown for 20 seconds each thus keeping presentations concise and fast paced. Pecha Kucha nights now take place in 900 cities across the world.

During the Award Ceremony we respectfully follow a similar presentation style and format but our presenters are limited to 10 slides for 30 seconds per slide.

Sponsor Benefits - Outline

- Naming rights to this segment in all publicity: *A Pecha Kucha-style presentation proudly presented by Homes Consulting.*
- Three complimentary tickets for the Awards Ceremony
- Opportunity to put forward nominees for the Awards
- Online acknowledgement on www.heritageawards.co.nz
- Acknowledgement in newsletters to the Heritage Awards database
- Awards Ceremony - acknowledgement on the programme, by the MC and on the AV presentation.
- Four complimentary tickets for the Lecture Evening

This is a general overview of the key benefits available to Canterbury Heritage Awards sponsors. Benefits can be tailored to best suit your specific marketing objectives and we welcome the opportunity to meet with you to discuss these and to ensure that you receive maximum leverage from your investment in the Canterbury Heritage Awards.

2016 Presenters:

- Dr Anna Crighton, Chair of the Christchurch Heritage Trust – a snap shot of the life of Shands Emporium
- Katherine Watson, Underground Overground Archaeology – a speedy look at politics, smoking and masons.

Supporter – Investment \$750 + GST

Sponsor Benefits - Outline

- Two complimentary tickets for Awards Ceremony
- Opportunity to put forward nominees for the Awards
- Online - acknowledgement on www.heritageawards.co.nz
- Awards Ceremony - acknowledgement on the programme, by the MC and on the AV presentation.
- Two complimentary tickets to the Lecture Evening

2016 Supporters: Leighs Construction, BECA, Cymon Allfrey Architects Ltd, Heritage Management Services, Stonelay, Waimakariri District Council, Neil Dawson, Fulton Ross Architects, RMG, Mapei, Tony Ussher Architect and Conservation, Heritage Hotels, Metropol, Wickliffe Press.

Award Categories *(with 2016 Sponsors)*

The Canterbury Heritage Awards Trust recognises the achievement of heritage conservation in the following categories:

1. Domestic – Saved and Restored, *PKF Goldsmith Fox*

Retention and Restoration of domestic architecture more than 50 years old. Rehabilitation, adaptive reuse or continued maintenance are all eligible.

2. Public Realm – Save and Restored, *Insight Unlimited Project Management*

Retention and Restoration of a public or commercial building or structure more than 50 years old. Public realm is defined as any publicly owned streets, pathways, right of ways, parks, publicly accessible open spaces and any public and civic building and facilities. The quality of our public realm is vital if we are to be successful in creating environments that people want to live and work in.

3. Heritage Tourism Award, *Continental Catering*

Cultural tourist attraction award. This includes cultural precincts, events, promotion of heritage on tourist websites and heritage destinations and attractions.

4. Outstanding Contribution to Heritage, *Heritage Management Services*

The telling of the Canterbury/Christchurch story by an organisation, group or individual. Includes publications, education programmes, exhibitions, websites or activities that promote heritage retention, conservation and education. Heritage advocacy.

5. Future Heritage Award, *Warren and Mahoney*

This award recognises a new building showing sensitivity to the streetscape and landscape and one which will secure a cultural legacy for the future.

6. Seismic Award, *CeresNZ*

Recognition of commitment, investment or unique solution to earthquake strengthening which has saved or will now protect a heritage building.

7. Supreme Award, *Christchurch Heritage Trust*

Judged by the panel of judges from the six award category winners. The Champion of Heritage Champions.

2016 Awards Ceremony

The ceremony for the 2016 Canterbury Heritage Awards was held on Thursday 9th June 2016 in Christchurch Arts Centre's renovated Great Hall. It was a fitting first event for the fully restored Great Hall providing a fitting and beautiful background as the winners were announced. Over 190 guests attended the sold out event and were served canapés, light food and refreshments throughout the evening.

Entries

Nominations and entries for the Awards continued to grow in 2016. Judges were pleased with the diverse range of entries and the high quality of the projects, buildings and individuals that were on show.

	2016	2014	2012	2010
Nominations	N/A	95	81	N/A
Entries	75	64	48	24
Ceremony Attendees	190	215	186	148

The Great Hall was fittingly announced as the Supreme Winner with judges praising the commitment, professionalism and outstanding seismic and conservation programme undertaken by the Arts Centre after the earthquakes.

Marketing

Iconic Christchurch publishing company, Metropol came on board as the Official Media Partner for the Awards. They worked with us to give fantastic coverage and advertising space in both Canterbury Build Magazine and Metropol. We also placed advertisements in the Heritage New Zealand E-Newsletters.

Leading into the awards two newsletters and several direct mail letters were produced and distributed to our database which included politicians, councillors, construction companies, architectural firms, heritage advocates, sponsors and nominees. We promoted entries and ticket sales through these direct mailings which proved to be incredibly effective.

In 2018 a similar marketing plan will be implemented.

Media Coverage

A detailed communications plan was put in place and information was distributed to a targeted media database, resulting in coverage in Metropol, The Christchurch Star (and community papers), The Record, Central Canterbury News, Avenues, Latitude, Radio New Zealand News and The Press. The Awards were also profiled in several industry eDMs, websites and newsletters.

A two-part editorial feature (in conjunction with Heritage New Zealand) in The Press included incredibly popular and provided some interesting insight into the sometime little-known history of the entrants.

Many entrants and other community pages posted on social media to celebrate their success and the awards in general. The Heritage Awards video was also posted on the stuff.co.nz facebook page and was shared nearly 3000 times and viewed nearly 140,000 times – a truly outstanding result.

Overall we had fantastic media coverage – increasing 200% on the 2014 awards. We will continue to build on this success in 2018.

Web Stats

The Canterbury Heritage Awards performed extremely well during the 2016 Campaign, with sessions increasing by 117% on 2014. Users also increased by 130%

Future proofing the Awards

Christchurch has gone through an intense period of change since the first Heritage Awards were held pre-earthquake in 2010. With so many heritage buildings lost, and to reflect the changing cityscape, a new category was introduced in 2014 to acknowledge those that are building heritage for the future. There are plans to further grow this category and invigorate the existing categories to reflect a changing city and hinterland.

The 2016 Heritage Lecture

The popular Heritage Lecture made a come back in 2016 thanks to the generosity of the Warren Trust. Around 130 guests enjoyed refreshments and nibbles by the open fire in the Great Hall while listening to informative and challenging lectures from Alec Bruce (Wilkie +Bruce Christchurch) and Peter Lovell (Lovell Chen Melbourne).

The Market

The Canterbury Heritage Awards is designed to set a high benchmark for delivery, attract, acknowledge and promote excellence and to meet the needs of the heritage and wider community.

Target Markets

Award Entrants
Museums
Art galleries
Heritage tourism attractions
Owners or Trustees of heritage buildings and sites, and buildings of significance to Tangata Whenua
Builders and developers
Local and central government agencies
Historians and publishers
Community groups or organisations involved in heritage retention, conservation or education
Engineers
Landscape architects
Homeowners

Award Ceremony Attendees

Sponsors and funders
Local and central government agencies involved in heritage
Award nominees and finalists
Supporters of nominees and finalists
Judges and officials
MP's and civic leaders
Individuals and corporates with an interest in heritage and the city rebuild
Key media
Architects and Planners

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