

CANTERBURY
HERITAGE AWARDS

A FUTURE FOR OUR PAST

2020 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. In 2018, we had the privilege of being hosted, on the stage of Isaac Theatre Royal, by the Theatre Royal Charitable Foundation and enjoyed an extraordinary evening with seats over-subscribed from the moment tickets went on sale.

We are delighted to announce that the 2020 Awards will take place in the magnificent dining hall at Christ's College. We look forward to being hosted in one of New Zealand's truly great educational spaces.

The Right Honourable Helen Clark, ONZ, former Prime Minister of New Zealand and 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 be chaired by the Chief Executive of Heritage New Zealand Pouhere Taonga.

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.

2018 Awards Ceremony Venue
Isaac Theatre Royal



Naming Rights Sponsor, 2020 – Box 112 Canterbury Heritage Awards

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.

2018 Award Sponsor: Box 112

Supreme Awards Sponsor – Box 112 Canterbury Heritage Awards \$12,000 + 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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2018 Award Sponsor: Christchurch Heritage Trust

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
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2018 Award Sponsors: CeresNZ, Mapei NZ, Simon Construction, Heritage New Zealand Pouhere Taonga, Wilkie & Bruce Architects, Continental Caterers.

The Awards Trophy

Neil Dawson, prominent New Zealand Sculptor, was commissioned in 2012 to design the Award Category Trophy and Supreme Award Trophy. Neil Dawson CNZM was born in Christchurch in 1948 and attended the Canterbury University School of Art from 1966 to 1969.

His largest work, and New Zealand's largest piece of public sculpture, is the visionary six-storey-high sphere 'Fanfare' which sits by the northern motorway entrance to Christchurch. He is represented in collections world wide.



Supreme Award Plaque

Sponsored by Heritage New Zealand Pouhere Taonga, the Supreme Award winner will receive, as well as an Awards Trophy, a blue plaque including supply and installation.

The Purpose of the plaque is to identify the building or site as an important place of local, cultural significance. It is a great way of positively engaging viewers with a tangible and long lasting educational message about the value of heritage and the importance of preserving it.

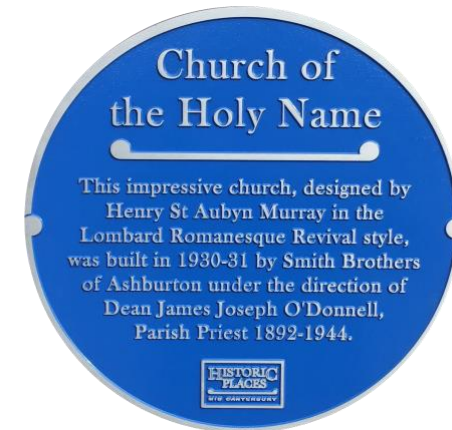


Image of sample

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 & 2018 ceremonies. 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 – Ten Years On*.
- 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 2018 version of the film.](#)

2018 Sponsor – Stockman Group Ltd.

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.*
- 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

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2018 Presenters:

- Joanna Norris, ChristchurchNZ -
- James Arps, Architectural Graduate & Instagrammer

2018 Sponsor – Holmes Consulting Group

Supporter – Investment \$800 + 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

2018 Supporters: Heritage Hotel, Fulton Ross Team Architects, Heritage Management Services, Insight Unlimited, Neil Dawson, Kevin Cawley Lighting Design, Planz Consultants, RMG, The Stone Company, Tony Ussher Architects, Selwyn District Council, Waimakariri District Council & PKF RDR Ltd.

Award Categories *(with 2018 Sponsors)*

The Box 112 Canterbury Heritage Awards recognises the achievement of heritage conservation in the following categories:

1. Domestic – Saved and Restored, *Simon Construction*

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

2. Public Realm – Saved and Restored, *Mapei NZ*

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 New Zealand Pouhere Taonga*

The telling of the Canterbury/Christchurch story by an organisation, group, iwi or individual. Includes publications, education programmes, exhibitions, websites or activities, Maori heritage, archaeological sites and heritage advocacy.

5. Future Heritage Award, *Wilkie and Bruce Architects*

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 or structure.

7. Supreme Award, *Christchurch Heritage Trust*

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

2018 Awards Ceremony

The ceremony for the 2018 Canterbury Heritage Awards was held on Friday 15th June 2018 on the stage of the historic Isaac Theatre Royal, providing a fitting and beautiful background as the winners were announced. 220 guests attended the sold out event and were served canapés, light food and refreshments throughout the evening.

Entries

Entries remained strong for the 2018 Awards. Judges were pleased with the diverse range of entries and the high quality of the projects, buildings and individuals that were on show.

	2018	2016	2014	2012	2010
Nominations	N/A	N/A	95	81	N/A
Entries	56	75	64	48	24
Ceremony Attendees	220	190	215	186	148

Marketing

As always, the awards receives fantastic support from local media, covering nominees and subsequent finalists from period of announcement to victory. The Press supported the Awards with a complimentary 2 page feature in the Mainlander over two weeks covering entries. We also placed ads in the Press, the Star & Style mag. Advertisements were also featured 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 2020 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.

Overall we had fantastic media coverage and we will continue to build on this for 2020 and the 10th anniversary of the awards.

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 2018 Heritage Lecture

The popular Heritage Lecture made a comeback in 2018 thanks to the generosity of the Warren Trust. Around 130 guests enjoyed refreshments and nibbles in the Gloucester Room of the Isaac Theatre Royal, while listening to informative and challenging lectures from Jim Gard'ner (GJM Heritage, based in Boston, USA) and Richard McGowan (Warren & Mahoney Architects).

International speaker for 2020 is Jennie Morgan from Stirling University who will present along with local architect William Fulton of Fulton Ross Team Architects.

2018 Sponsor – The Warren Trust

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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