

Partnership & Membership Proposal



Welcome from Christchurch Mayor Lianne Dalziel

Christchurch has a long and proud history as a Gateway City to Antarctica. We highly value the USA, Italian, Korean and New Zealand programmes operating from the city and annually welcome China, Germany and France who also use Christchurch as their gateway to the Ross Sea region.

The Christchurch Antarctic Office was established by the Christchurch City Council to celebrate and realise the value of Christchurch's Antarctic gateway status for the benefit of the city and the nation, for current and future generations.

The Christchurch Antarctic Network and Directory is an opportunity for Christchurch businesses to highlight and promote their expertise and experience in the Antarctic sector, which continues to grow as the frozen continent becomes more important to the future of humanity.





Christchurch - Leading Antarctic Gateway

Brand alignment with Antarctica and its longstanding and special connections to Christchurch provides a unique marketing and business development platform that few organisations will have the opportunity to explore.



Christchurch's Official Antarctic hub to connect and excite people and organisations around the city's unique Antarctic heritage and future opportunities across community, business, tourism, science and education

The Opportunity

The Antarctic Sector generates \$ 262 million p/a for the Christchurch economy and \$ 481 million from the NZ economy.

Scott Base and McMurdo Station will be rebuilt over the next ten years spending over \$ 1 billion dollars.

Over 50% of the 72 Antarctic Bases will begin rebuilds in the next 10 years.

Christchurch has proven Antarctic business expertise and experience built up over 120 years. The Christchurch Antarctic Network will connect these opportunities.

What is the Christchurch Antarctic Network?

Christchurch businesses have been working in the extreme environment of Antarctica since Captain Robert Falcon Scott based his first expedition from Christchurch in 1901.

The Christchurch Antarctic Business Network will provide a unique platform for Christchurch businesses to tell their Antarctic stories of product and service delivery and business innovation to International Antarctic Programmes.

The Network and Directory will provide a city-driven rallying point within the Antarctic business sector and create new business opportunities for Christchurch's Antarctic and Extreme Environment business experts.

Profiling your business and brand

- Antarctic Network Directory published online and hard copy for global access and distribution
- Corporate brand exposure on Partner and Member Pages of Christchurch Antarctic Directory (PDF and print version)
- Online directory promoted to Christchurch Diplomatic Relations database to Embassies and Consulates of countries with Antarctic, Arctic and Extreme environments



Premier Partner

\$ 10,000+GST



- Framed Christchurch Antarctic Network Premier Partnership logo with Shackleton Oak Leaf
- Dedicated full page editorial for Premium Partner in Christchurch Antarctic Network Directory
- Premium company positioning on Christchurch Antarctic Network web pages
- Annual speaking engagement from ChristchurchNZ CEO to Premier Partner's audience of choice
- Annual speaking opportunity at Christchurch Antarctic Network quarterly function
- 5 invitations to Antarctic Season Opening Official Civic Welcome Cocktails and Dinner

Major Partner

\$ 5,000+GST



- Use of Christchurch Antarctic Network Partnership logo for Corporate promotion such as letterhead, vehicles, buildings etc.
- Company logo positioning on Christchurch Antarctic Network web pages
- Annual speaking engagement from Head of Christchurch Antarctic Office
- Two invitations to Antarctic Season Opening Official Civic Welcome Cocktails and Dinner
- Framed Christchurch Antarctic Network Major Partnership logo with Shackleton Oak Leaf

Supporting Partner

\$ 2,000+GST

- Use of Christchurch Antarctic Network Partnership logo for Corporate promotion such as letterhead, vehicles, buildings etc.
- Company logo positioning on Christchurch Antarctic Network web pages
- Framed Christchurch Antarctic Network Partnership logo with Shackleton Oak Leaf
- One invitation to Antarctic Season Opening Official Civic Welcome Cocktails and Dinner



Foundation Member

Proudly displayed by first 60 Partners and Members



- Use of Christchurch Antarctic Network Foundation Membership logo for Corporate promotion such as letterhead, vehicles, buildings etc.
- Listing in the Christchurch Antarctic Network Online Directory

Member

No charge



- Listing in the Christchurch Antarctic Network Online Directory
- Use of Christchurch Antarctic Network Membership logo for Corporate promotion such as letterhead, vehicles, buildings etc.

Benefits for all partners and members

- Use of Christchurch Antarctic Network membership logo for Corporate promotion such as letterhead, vehicles, buildings etc.
- Listing in Network Directory
- Christchurch Antarctic Network branded Caps
- Invitations to Christchurch Antarctic Network quarterly functions
- Receipt of Quarterly Antarctic Newsletter
- Lead referrals for business opportunities relating to the Antarctic sector
- Opportunity to purchase Christchurch Antarctic Network branded merchandise

Points to note

- All information in this proposal is provided to the best of the Christchurch Antarctic Office's knowledge at the time of submission
- Any changes and updates will be communicated as soon as practically possible
- All amounts are per annum on an anniversary date and exclude GST
- All NZ Organisations welcome - 20% additional fee for non-Canterbury businesses

Contacts

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"It is in our nature to explore, to reach out into the unknown.

The only true failure would be not to explore at all."

Sir Ernest Shackleton

