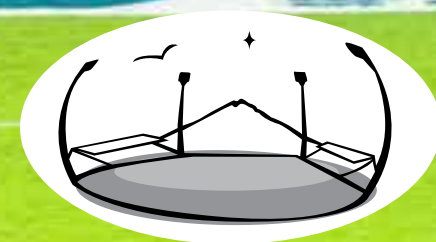


ELEVATE YOUR BRAND

Yarrow Stadium advertising opportunities
2024 exclusive deals



Yarrow
STADIUM



NPDC



As we move ever closer to the completion of the East Stand and a fully operational stadium again, it is important we look back to look forward.

Prior to the closure of the East Stand in 2017 and West Stand in 2018, the stadium had a full schedule of commercial and community events booked in with plans for more in 2018 and beyond.

This was obviously all halted with the closure of the stands and with the dreaded “C” word thrown into the mix, it has been a very challenging six years for all involved with Yarrow Stadium.

However, the hugely successful 2023 season at Yarrow Stadium gives the team and I absolute confidence we can get back to 2017 levels and above.

Seeing the stadium being used for lots of community football and rugby bookings for adults and children, Chiefs Super Rugby game

and accumulating with 13,000+ Bulls fans watching an epic NPC final win against Hawkes Bay, has brought a feel-good factor back to the venue and a positive feel from the community.

As we look forward to this coming year and beyond, I feel a huge sense of pride and excitement for what the team has achieved and what is to come for the Taranaki region and wider communities with the completion of the East Stand.

The vision is to be the best regional stadium in the country and to attract all types of events from concerts to sporting and family events.

This will attract thousands of people through the gates annually, as interest with the

new build grows for both hirers and spectators. It is therefore a fantastic time for your business to invest in advertising here to get maximum exposure for your product and to get your name on everyone’s lips.

Jonnie Orrell

Yarrow Stadium Lead



We are heading into a new era of Yarrow Stadium for the 2024/2025 season and beyond, with the new East Stand to be completed in 2025. As this project continues, so does the return of national and international events with capacity of up to 21,000 + as well as televised exposure each year.

Our team at Yarrow Stadium is dedicated to deliver high standard events from multi-sports, community activities, concerts, corporate hospitality, and more. As a large modern venue, with great technology and event organisers, we strive for a positive visitor experience every time.

Yarrow Stadium's rich history has shown great success with hosting events ranging from 2011 Rugby World Cup, All Blacks, FIFA u20 World Cup, NZ Warriors, Super Rugby, Wellington Phoenix, Nitro Circus, TRFU Bulls, as well as keeping the community front of mind with continuously hosting local events and sports from the likes of Club Rugby, Club Football, meetings and functions.

This is the chance for your brand to be a part of the largest venue within the Taranaki region, and the opportunity to maximise awareness to an ever-widening audience in our upcoming chapter.

YARROW STADIUM 2023 STATS

While your brand looks at the option to advertise on our prime field/arena sites, consider some of our current stats from the past season.

We're excited about our next steps bringing large scale events back into the region and bringing even further exposure opportunities to businesses involved.

Super Rugby 2023 Chiefs vs Reds	8,000+ venue crowd	Televised live
5x Bunnings NPC pool games	4,000+ average venue crowd	Televised live
1x Bunnings NPC quarter-final	4,000+ venue crowd	Televised live
1x Bunnings NPC semi-final	5,000+ crowd	Televised live
1x Bunnings NPDC final	13,000 sell out venue crowd	Televised live
Bunnings FPC women's rugby	1,000 venue crowd	Televised live
1x under 85kg rugby	2,000+ venue crowd	Televised live

In addition:

- Club rugby, club football, schools rugby, and ripper rugby
- Field one in use 29 times over a 20-week period from June to late October 2023
- Corporate suites booked for meetings year-round overlooking the field and signage.



PACKAGE 1

Sign up to advertise with us for 24 months to get the remainder of 2024 for free as part of your early commitment.

Contract will run from 1 January 2025 to 1 January 2027.

OPTION A

- Advertising located on North or South embankment in location selected by you (refer to map on page 7 for reference – subject to availability)
- Price: \$5,547.82 excl GST
- 15% discount on a two-year contract (includes cost of ACM board, printing, and install of advertising sign)
- One free day hire in one of Yarrow Stadium's Hospitality Suites for a meeting, conference, staff get together etc. Current value of \$569. Catering and additional costs not included. Subject to availability and T&Cs.
- Placement of logo on Yarrow Stadium sponsors page (11k monthly website users)

OPTION B

- Advertising located on the prime position of West Stand in location selected by you (refer to map on page 7 for reference – subject to availability)
- Price: \$6,417.39 excl GST
- 15% discount on a two-year contract (includes cost of ACM board, printing, and install of advertising sign)
- One free day hire in one of Yarrow Stadium's Hospitality Suites for a meeting, conference, staff get together etc. Current value of \$569. Catering and additional costs not included. Subject to availability and T&Cs.
- Option to move your brand advertising from West Stand to East Stand with higher TV coverage once completed.
- Placement of logo on Yarrow Stadium sponsors page (11k monthly website users)
- Placement of logo in sponsors banner included in Yarrow Stadium EDMs (sent to all event ticket holders)

PACKAGE 2

Sign up to advertise with us for 12 months to get the remainder of 2024 for free as part of your early commitment.

Contract will run from 1 January 2025 to 1 January 2026.

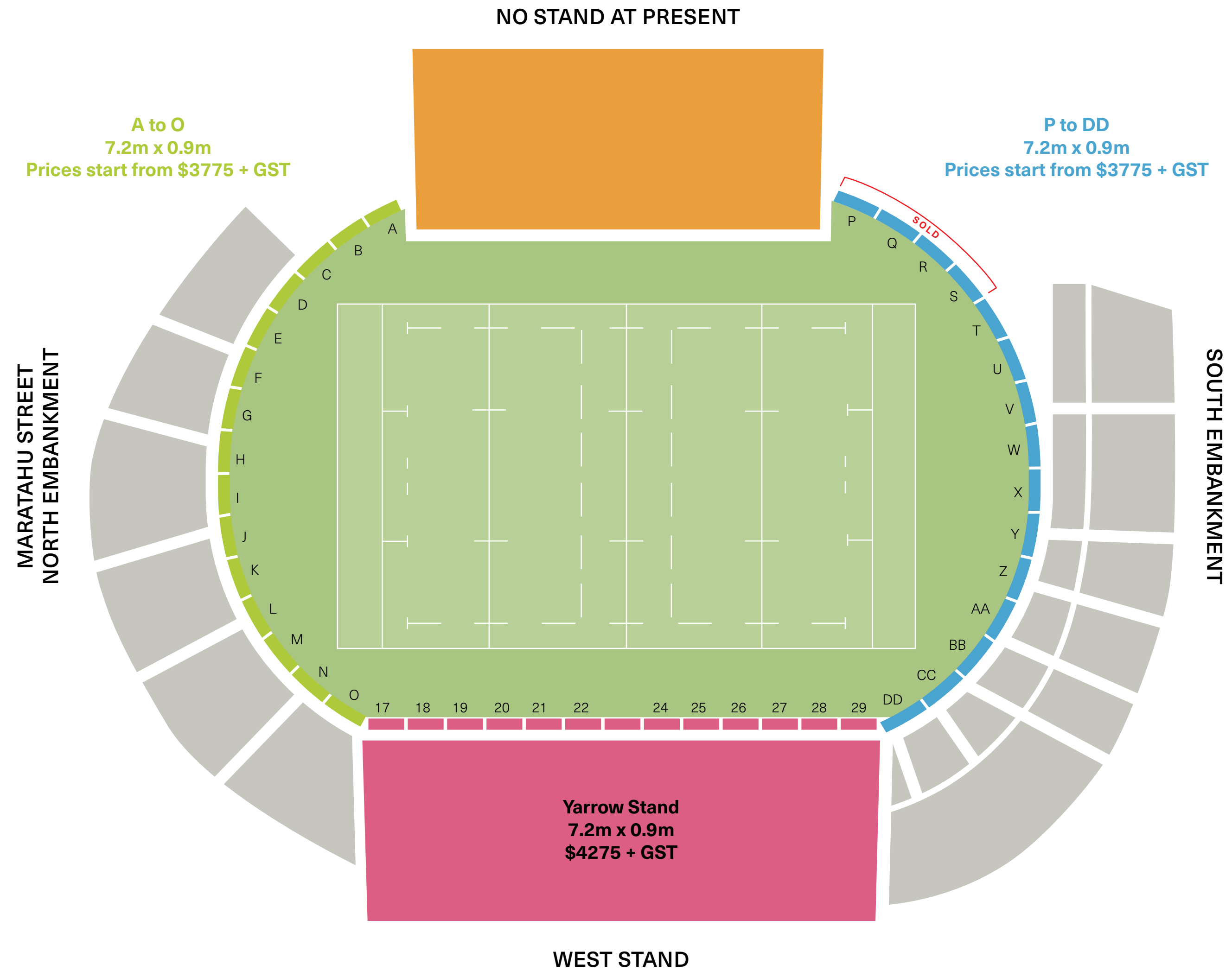
OPTION A

- Advertising located on North or South embankment in location selected by you (refer to map on page 7 for reference – subject to availability)
- Price: \$3,775 excl GST
- Placement of logo on Yarrow Stadium sponsors page (11k monthly website users)
- Includes cost of ACM board, printing, and install of advertising sign

OPTION B

- Advertising located on the prime position of West Stand in location selected by you (refer to map on page 7 for reference – subject to availability)
- Price: \$4,275 excl GST
- Placement of logo on Yarrow Stadium sponsors page (11k monthly website users)
- Placement of logo in sponsors banner included in Yarrow Stadium EDMs (sent to all event ticket holders)
- Includes cost of ACM board, printing, and install of advertising sign

STADIUM MAP





The potential to promote your business is huge! In early 2025 the East stand will be complete and ready to bring exposure to your brand.

Please enquire further to:

New Plymouth Event Venues Team
npeventvenues@npdc.govt.nz

New Plymouth District Council
Private Bag 2025
New Plymouth 4342



npeventvenues.nz