


The logo for the Electra Business & Innovation Awards. It features the word "Electra" in a large, elegant, gold-colored serif font. Below it, the words "Business & Innovation" are written in a smaller, white, sans-serif font, and "Awards" is written in a smaller, gold-colored, sans-serif font. The entire text is enclosed within a gold-colored circular frame that has a lightning bolt shape at the bottom right.

Electra
Business &
Innovation
Awards

The background of the image shows a dimly lit event space. On the left, a clear wine glass is partially visible. In the center, a screen displays promotional text. The screen has a dark blue background with out-of-focus, warm-toned bokeh lights. The text on the screen is white and yellow. At the bottom of the image, a white plate is partially visible.

Make sure to tag us in your
photos of this evening

#BKHawards

www.bkh.org.nz

2021
PARTNERSHIP
PROPOSAL

ABOUT US

Organised by Business Kāpiti Horowhenua Incorporated (BKH), the Electra Business & Innovation Awards have been running since 1993. BKH is a volunteer-run, not-for-profit body which facilitates the annual Kāpiti Horowhenua Business Awards programme, and convenes and coordinates the Kāpiti Horowhenua Business Hall of Fame.

The Electra Business & Innovation Awards are New Zealand's longest running regional awards.

BKH VISION:

A strong and prosperous Kāpiti Horowhenua region.

BKH MISSION:

To encourage and recognise excellence in business within Kāpiti Horowhenua.

The Awards have been making significant progress in promoting, developing and recognising local business excellence and is a well-established and highly regarded initiative which BKH are constantly looking to evolve and develop as the needs of the businesses and region changes.

As BKH is a non-profit organisation run by a Board of volunteers, relying heavily on the support of our awesome sponsors, we do need your support to continue to deliver our vision and mission.

LOCAL SUPPORT



The Electra Business & Innovation Awards are delivered each year thanks to incredibly generous support from local businesses.

Organisations who helped make the Awards programme happen in 2020 included:

Electra

Kāpiti Coast District Council

Horowhenua Coast District Council

NZME

Air Chathams

New World Levin

Kāpiti Coast Chamber of Commerce

We Love Local

Digital Café

EECA

Kapinua

Finman

Horowhenua Taste Trail

Vidcom

THE 2021 EVENT

We are currently in the early stages of planning for the 2021 Awards Programme. To attract both new and returning entrants each year and therefore ensure the sustainability of the programme, we expect to deliver the following outcomes:

400

Attendees at the annual gala dinner. This sell-out event is often the highlight in many business calendars.



Engaged Social Media
Channels

With weekly social activity shared across multiple channels and at least 1 monthly EDM to our database, you can expect extensive reach.

The BKH programme delivers:

Facebook page reach per year on average – 25,000 people

Facebook posts – 122 per season

Mailchimp engaged database of local businesses – 1298 people

Mailchimp EDMs – 27% open rate (above industry average).



Media Coverage

Thanks to the support of our media partner we expect our Awards programme to feature regularly

Print reach - reach over 51,000 local readers

Robust radio campaigns, across multiple stations

Online reach of 186,200 across multiple campaigns

PARTNERSHIPS

Take advantage of the kudos obtained by being a Partner to such a prestigious event, support local businesses and leverage the ongoing promotional activity that partnering with BKH provides.

BRAND EXPOSURE

- Feature as a Key Partner on the BKH website and in the event programme.
- Exclusive naming of an awards category of your choosing (subject to category availability).
- Company logo added to the finalist certificates & winner's plaque.
- First right of refusal for the following year.
- Company logo included in all marketing materials, which may include: emails, print advertising and physical signage (over 10-month campaign).
- Company logo, information or 30-second advert (or equivalent) added to the Electra Business Awards social media channels & BKH website, with hyperlinks.
- Company information or 30-second advert (or equivalent) displayed at the awards event.
- MC mention and speaking opportunity at all BKH Awards events.
- Corporate signage (provided by you) displayed at all key events.

NETWORKING OPPORTUNITIES

Invitation to all key events to meet potential applicants, entrants, finalists, other sponsors and organisers.

AWARDS PRESENTATION OPPORTUNITY

A representative from your business is invited to present your category winner with their plaque. Your representative will then have their photo taken with the winner.

PRIORITY ACCESS TO TICKETS

6 x complimentary tickets to attend the awards evening.
Additional tickets offered at a discounted rate with first right of refusal on additional tickets.

ADDITIONAL BENEFITS

Opportunity for you to suggest tailoring a segment of the programme to drive your business message e.g. a corporate gift, sponsored product, interactive station or entertainment slot.
Annual membership of BKH Inc.
Sponsor certificate.

\$15,000

CATEGORY SPONSORSHIP

Why not sponsor an Award Category and ensure your business is aligned with something that reflects your values and represents your brand. Spaces are limited, and entitle you to:

BRAND EXPOSURE

- Exclusive naming of an awards category of your choosing (subject to category availability).
- Company logo added to the finalist certificates & winner's plaque.
- First right of refusal for the following year.
- Company logo included in all marketing materials, which may include: emails, print advertising and physical signage (over 10 month campaign).
- Company logo, information or 30-second advert (or equivalent) added to the Electra Business Awards social media channels & BKH website, with links.
- Company information or 30-second advert (or equivalent) displayed at the awards event.

NETWORKING OPPORTUNITIES

Invitation to all key events to meet potential applicants, entrants, finalists, other sponsors and organisers.

AWARDS PRESENTATION OPPORTUNITY

A representative from your business is invited to present your category winner with their plaque. Your representative will then have their photo taken with the winner.

PRIORITY ACCESS TO TICKETS

2 x complimentary tickets to attend the awards evening.
Additional tickets offered at a discounted rate with first right of refusal on additional tickets.

ADDITIONAL BENEFITS

Opportunity for you to suggest tailoring a segment of the programme to drive your business message e.g. a corporate gift, sponsored product, supported entertainment slot at awards evening etc. These can be discussed with the Event Manager at any time.
Annual membership of BKH Inc. Sponsor certificate.

\$4,950

Or \$3950 for a commitment of 2yrs or more



Join us for the 2021 Electra Business & Innovation Awards

October 2021
Southwards Theatre, Paraparaumu

www.bkh.org.nz
www.facebook.com/ElectraBusinessAwards