3 GARLANDS ROAD, WOOLSTON

THE TANNERY
Boutique Shopping · Restaurants & Bars

WWW.THETANNERY.CO.NZ

A ONE NIGHT STAND

With

DUNCAN GARNER

A GALA NIGHT AT THE TANNERY WITH ALL PROCEEDS SUPPORTING THE MOVEMBER FOUNDATION.

04.11.17

GET INVOLVED FOR A GOOD CAUSE.

Help us stop men dying too young. Join the movement for men's health.

The Tannery and Cassels & Sons are family run businesses that operate from an historic site on the banks of the Heathcote River in Woolston, Christchurch. The old Tannery site was purchased by iconic local businessman Alasdair Cassels in 1994. In 2009 the craft beer Cassels & Sons Brewing Co was formed and began producing beer from the site. Fast forward to 2013 and the Victorian inspired boutique shopping centre and events venue, The Tannery, was opened.

With businesses underpinned by a strong belief in the importance of family, we want to combine this ethos, with the resources at our disposal, to create a gala night to raise funds in support of men's health.

Inspired by the work the Movember Foundation; the charity that raises funds to support innovative, breakthrough research and support programmes in the areas of men's mental and physical health, we want to assist their efforts by hosting a charity gala event. All proceeds raised by the gala event, A One Night Stand, will be donated to the Movember Foundation and be allocated to New Zealand programmes.

"My role as property developer and local businessman is well documented. But the role I most value and protect is that of partner, father and grandfather. I'm from a generation of males who paid little interest in their health. Who shied away from the awkward topics and avoided the embarrassing conversations. Now, as our societies attitude towards the mental and physical wellbeing of our menfolk has come of age, it's important that we do our bit to aid the charities who have made it their mission to support research, education and services in the areas of men's health. With the generosity of corporate sponsors, we can make A One Night Stand an unforgettable encounter and support the Movember Foundation."

ALASDAIR CASSELS

SPONSORSHIP PROPOSAL

We would love you to consider supporting A One Night Stand in one of the following ways:

1 Celebrity Dinner Guest

We need six celebrity guests so we can assign one of you to each of our six VIP tables. The VIP tables are sold at a premium price to secure the pleasure of your company for the evening. The fun part (other than your esteemed company of course!)... the tables won't know which celebrity is assigned to their table until we draw the ballot on the night. Duncan Garner is putting himself forward as one of our six celebrity dinner guests so we only need five more. Come on...if Duncan can do it, so can you!

2 Resource Sponsor

We're looking for food and beverage sponsors to support the event with either full or partial support.

3 Programme, Event and Campaign Sponsors

To make this event a success we need your help. From entertainment, photography, print, advertising, audio visuals...the list is extensive. If you provide a service or product that will make this a memorable event and help us raise money for men's health, we want you involved, in either full or partial support. We are open to offering product exclusivity – let's get talking!

4 Product Sponsor

We'll be giving away a Goodie Bag to all our guests. 250 Goodie Bags equals 250 consumers to promote your product to. We're aiming for a value of $100 per Goodie Bag. You might want to donate 50 items or 250 – we are appreciative of ANY support you can offer. All Goodie Bags will contain a *Thanks to Our Sponsors* pamphlet which will include your logo.

5 Auction Sponsor

We're pretty excited about our Auction – this is our way to really boost the amount of money we can raise and donate to the Movember Foundation. We are calling for offers of products, services and experiences that will start a bidding war!

Duncan Garner

Celebrity speaker, conference speaker,mc, inspirational, motivational,

Duncan Garner is an award-winning television host, journalist and radio personality. Quick of wit and sharp of intellect, the former 3News Political Editor and Radio Live host is the face of MediaWorks' new 6-9am weekday programme, The AM show.

Event Breakdown

6pm – official arrival time

Upon arrival guests will receive a cocktail, beverages and canapes. Live music and beer tasting.
SPONSORSHIP OPPORTUNITIES:
- Cocktail (spirt): Available
- Music: Available
- Beer: Cassels & Sons

6.45pm

Guests invited through to the Atrium for commencement of dinner. Entre served.
SPONSORSHIP OPPORTUNITIES:
- Produce: Available
- Wine: Available
- Beer: Cassels & Sons

7.35 – 8.35pm

Duncan Garner speaks

8.35pm

Mains served.
SPONSORSHIP OPPORTUNITY:
- Produce: Available

9.20 – 9.50pm

Auction #1
SPONSORSHIP OPPORTUNITIES:
- Auction items: Available
- Auctioneer: Available

10pm

Desert served.
SPONSORSHIP OPPORTUNITIES:
- Produce: Available
- Wine Sponsor: Available
- Beer: Cassels & Sons

10.05 – 10.30pm

Auction #2
SPONSORSHIP OPPORTUNITIES:
- Auction items: Available
- Auctioneer: Available

11pm

Guests moved through to Blue Smoke for live music, dancing and cheese/whiskey tasting.
SPONSORSHIP OPPORTUNITIES:
- Produce: Available
- Cheese: Available
- Whiskey: Available
- Music: Available

Why do you need to be involved?

It's simple. It's called cause related marketing. People want to purchase from and use the services of companies that give back to the community. If you're part of an event that changes lives in a positive way, that's cause related marketing. Jump on board and you'll recieve the following benefits

Branded Visibility at Gala Night

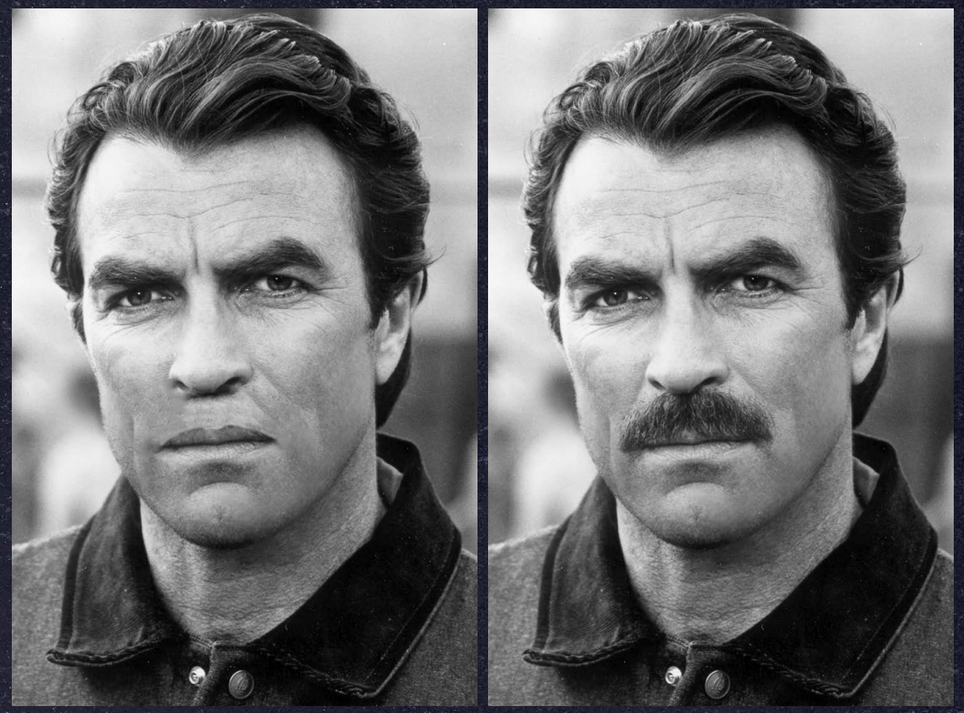
- Logo inclusion in event programme (each guest will receive an event programme)
- Logo inclusion on *Thanks to Our Sponsors* pamphlet in 250+ Goodie Bags
- Logo on two free standing banners by event entrance
- Audio/visual loop with sponsors logo throughout the evening

Print/Broadcast Media

- Logo inclusion on some print media
- Logo inclusion in advertising brochure to be sent to corporate clients promoting the event
- Name inclusion on some radio advertisements (dependent on attracting a radio sponsor)
- Name inclusion on event tickets

Digital

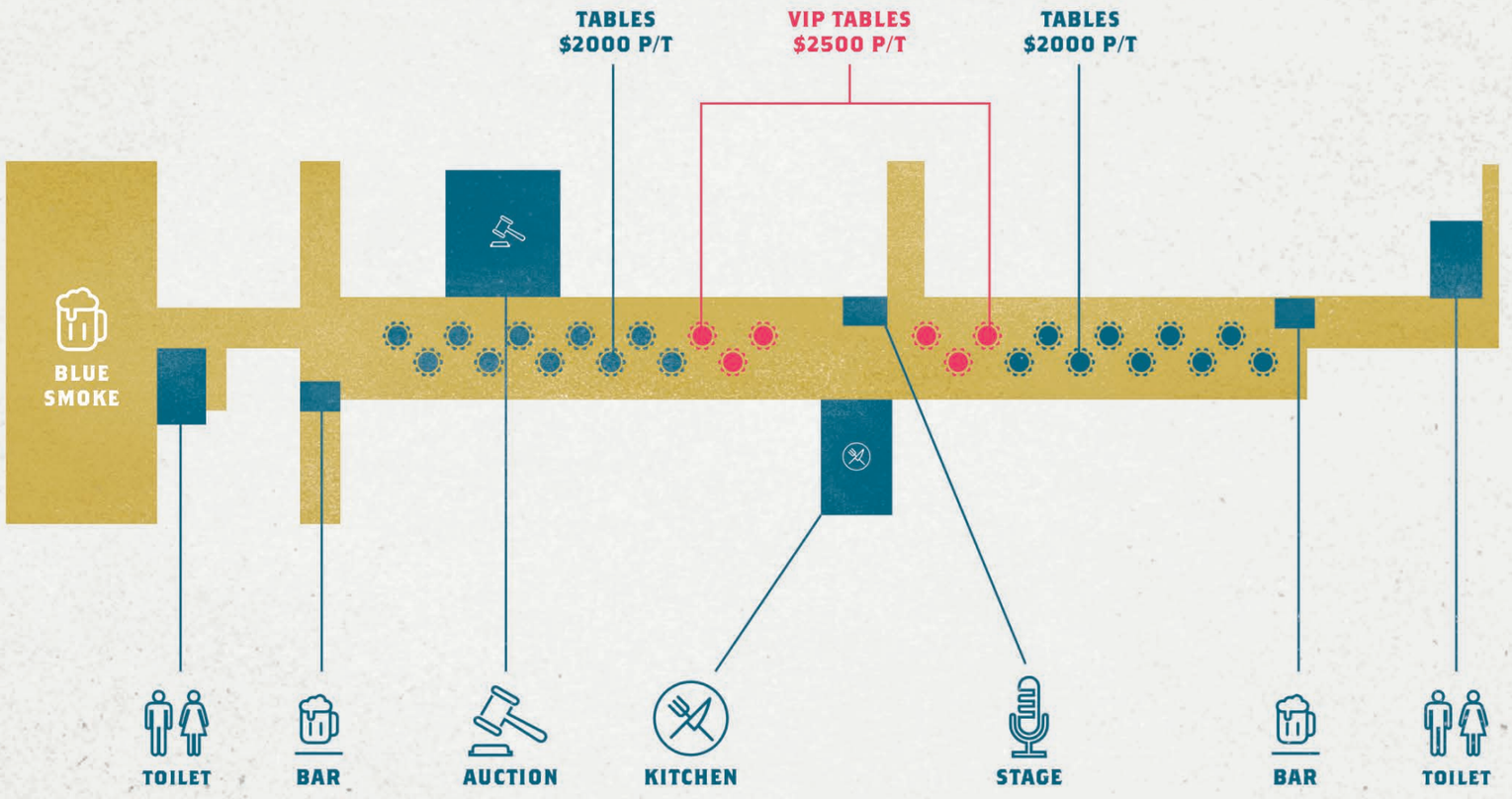
- Logo inclusion on sponsors list of **A One Night Stand** page on thetannery.co.nz
- Logo or name inclusion on www.thetannery.co.nz homepage tile and banner advertising for **A One Night Stand**
- Logo inclusion on electronic newsletter to database promoting the event



MOUSTACHE MAKETH MAN

HE'S NOT TOM SELLECK WITHOUT ONE

Floor Plan


TABLES
$2000 P/T
VIP TABLES
$2500 P/T
TABLES
$2000 P/T
BLUE
SMOKE
TOILET
BAR
AUCTION
KITCHEN
STAGE
BAR
TOILET

A ONE NIGHT STAND

THE RULES

RULE ONE

ONCE REGISTERED AT MOVEMBER.COM, EACH MO BRO MUST BEGIN THE 1ST OF MOVEMBER WITH A CLEAN SHAVEN FACE.

RULE TWO

FOR THE ENTIRE MONTH OF MOVEMBER EACH MO BRO MUST GROW AND GROOM A MOUSTACHE.

RULE THREE

DON'T FAKE IT. NO BEARDS, NO GOATEES AND NO FAKE MOUSTACHES.

RULE FOUR

USE THE POWER OF THE MOUSTACHE TO CREATE CONVERSATION AND RAISE FUNDS FOR MEN'S HEALTH.

RULE FIVE

EACH MO BRO MUST CONDUCT HIMSELF LIKE A TRUE GENTLEMAN.

MOVEMBER.COM

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