



**Thank you for your interest in registering your event in the Spring Fling 2022 programme.**

The Spring Fling is a collection of standout events celebrating the essence of spring in Central Hawke's Bay. Spring is a wonderful showcase of the region with gorgeous events at our historic homesteads, beautiful Tukituki Trails, boutique markets and stunning spring blooms. The festival commences on 1 September and runs through to late October.

Please read all the following information carefully before completing the Registration Form, which will be available at [www.thespringfling.co.nz](http://www.thespringfling.co.nz). For a printable copy please contact [info@thespringfling.co.nz](mailto:info@thespringfling.co.nz).

Once your event is accepted, a Memorandum of Understanding will be issued for signing, which sets out the requirements of participation.

## **Spring Fling event criteria:**

- ✓ Provide high calibre events showcasing the best Central Hawke's Bay has to offer.
- ✓ Contribute to a THRIVE-ing community – [refer Central Hawke's Bay's Project THRIVE](#)
- ✓ Promote the Central Hawke's Bay district positively to all visitors.
- ✓ Provide a variety of events catering to a wide range of people and interests
- ✓ Celebrate or encompasses spring in some way.
- ✓ In the ever-changing events space, please ensure your event planning includes contingencies to adapt as required. We want to ensure all festival events can go ahead in accordance with sector requirements, as they are currently understood.
- ✓ We require up to 4 key high-res images for each event profile. A high-res image is 1MB or larger. It is especially important for printing purposes that they are of a large size. Please note that events with good quality imagery will typically receive more web traffic and therefore the opportunity for bookings.

## Spring Fling Event Registration Fees

Single Event	\$250
Two or More Events	\$400

## Key Dates

<b>March</b>	21: Prospectus distribution
<b>April</b>	29: Registrations due
<b>May</b>	16: Copy and images due for programme and promotional activity 27: All copy and pricing finalised
<b>June</b>	Programme designing
<b>July</b>	18: Programme distribution Marketing begins
<b>August</b>	1: Tickets on sale
<b>September</b>	2: Spring Fling Launch Spring Fling Events
<b>October</b>	Spring Fling Events
<b>November</b>	Possibility of Spring Fling Events
<b>December</b>	Post-Spring Fling Event Manager Survey Post-Spring Fling Consumer Survey Spring Fling Debrief

# Marketing

Your event fee contributes directly towards the promotion of the Spring Fling festival. Below is an example of the Spring Fling Marketing plan – although this is subject to change.

PRINT:	DIGITAL:
<p>Programmes, distributed throughout Hawke's Bay via Hawke's Bay Today and a wide range of other sites such as cafes.</p> <p>Posters, distributed in key locations in Napier, Hastings, Havelock North and Central Hawke's Bay</p> <p>Living Hawke's Bay magazine advertising and editorial</p> <p>Print advertising, via NZME newspapers</p> <ul style="list-style-type: none"> <li>• Hawke's Bay Today</li> <li>• CHB Mail</li> <li>• Manawatu Guardian</li> <li>• Horowhenua Chronicle</li> <li>• Kapiti Coast</li> </ul>	<p>Digital advertising across the nzherald.co.nz platform</p> <p>Website</p> <ul style="list-style-type: none"> <li>❖ Dedicated Spring Fling website</li> <li>❖ Significant profile on hawkesbaynz.com</li> </ul> <p>Eventfinda advertising</p> <p>Social Media pages</p> <ul style="list-style-type: none"> <li>❖ Spring Fling</li> <li>❖ Central Hawke's Bay NZ</li> <li>❖ Hawke's Bay NZ</li> <li>❖ Shop CHB</li> <li>❖ Central Hawke's Bay District Council</li> <li>❖ Other targeted pages</li> </ul>
RADIO:	
<p>Advertising across NZME radio stations</p> <p>Central FM</p>	

- Please be aware that the Spring Fling Festival Organising Team [Festival Organisers] do not take any commission from event ticket sales. Your event registration fees contribute to the costs involved in promoting the festival, including listing in the official programme in print and online. The Festival Organisers also invest additional funds into marketing to support the success of the festival.
- Any major announcements regarding Spring Fling will come directly from the Festival Organisers, including press releases.
- The Festival Organisers reserve the right to amend event copy provided by individual event managers to fit within Spring Fling tone of voice. This will always be done in partnership with event managers to ensure the event experience is accurately portrayed.
- Event Managers are asked to utilise their existing databases for promotion and are encouraged to promote their own event/s, in consultation with the Festival Organisers. Agreed event copy should be used wherever possible to ensure consistent tone and messaging.
- Please understand that festival marketing costs are considerably more than the sum collected through event registration fees. Therefore, the Festival Organisers focus is on promoting the festival in its entirety. There should be no expectation that the Festival Organisers will invest in paid promotion of individual events.
- The Spring Fling logo is available for use by all approved event managers. When using the logo, it cannot be altered in anyway, and can only be used in association with official Spring Fling activities. Festival Organisers must approve any material using the logo before it is published to ensure it is in keeping with our brand guidelines.
- When referring to Central Hawke's Bay in your text, please write this out in full, not as CHB.

- Festival Organisers commission photography of selected events, with the primary aim of capturing material that can be used for the future promotion of the festival in its entirety, alongside assets provided by individual event managers. If you wish to capture your event, the Festival Organisers can support you by connecting you with suitably experienced photographers for use at your own cost.

## EventFinda

- All official Spring Fling events will be uploaded to Eventfinda by the Festival Organisers. Where possible, Festival Organisers will name an event as closely to that given but there may be occasion that this needs to be amended due to character restrictions. All official events will be loaded with 'Spring Fling' as the preface before the event name.
- All tickets will be sold via Eventfinda, unless agreed upon prior to event being approved. To effectively manage ticket inventory for each event, the Festival Organisers will load all the events to Eventfinda with the limit set as stipulated by you (the event manager) in your application (less any VIP or Media tickets).
- There will not be the option for people to buy tickets directly from the individual event managers unless a prior agreement has been made with the Festival Organisers. A minimum of 50% must be available to be sold through Eventfinda. If an event manager sells tickets separately to Eventfinda without our knowledge, there is no way to track ticket numbers and we risk events becoming oversubscribed.
- All ticket income collected through Eventfinda will be released post-event unless an alternative arrangement has been made with Festival Organisers. Ticket fees will incur a processing fee from Eventfinda and 2.5% credit card fee.
- If an event is cancelled, the full ticket price will be refunded back to the consumer less the fees applied by Eventfinda.
- If an event goes ahead and does not deliver what it stated it would in the programme, the Festival Organisers reserve the right to refund all participants. Ticketing revenue will be held by the Festival Organisers via Eventfinda and refunds will be issued directly to participants. The organising venue/event manager will receive no ticketing revenue. The decision to do this will be based on customer feedback following the event.
- Eventfinda apply fees that will be included within the price listed in the programme. You should factor these fees into your pricing. See the **Pricing Matrix** below to work out what you should charge.
- Credit card fees are charged separately, so you do not need to factor these into your pricing.

## Regulations and Health and Safety

- Ensure you are up to date with the Health and Safety at Work Act 2015 requirements, and please provide a copy of your event Health and Safety Plan.
- Each event manager is responsible for obtaining their own relevant licenses from the District Council.
- For Central Hawke's Bay licensing enquiries contact [environmental.health@chbdc.govt.nz](mailto:environmental.health@chbdc.govt.nz)

## Eventfinda Pricing Matrix

Ticket Price excluding Fees	Eventfinda Charges	Spring Fling Official Ticket Price	Price after Credit Card Fee
<i>Base price charged by event manager</i>	<i>\$1 for tickets up to \$14.99</i>	<i>Listed price</i>	<i>Price after credit card fees at checkout</i>
	<i>\$2.50 for tickets up to \$23.99</i>		
	<i>\$3 for tickets \$24.00 - \$48.99</i>		
	<i>\$4.00 for tickets \$49.01 to \$99.99</i>		
	<i>\$6.50 for tickets \$100 - \$199.99</i>		
	<i>3% per tickets \$200 +</i>		
\$9.00	\$1.00	<b>\$10.00</b>	\$10.25
\$12.50	\$2.50	<b>\$15.00</b>	\$15.38
\$17.50	\$2.50	<b>\$20.00</b>	\$20.50
\$22.00	\$3.00	<b>\$25.00</b>	\$25.63
\$27.00	\$3.00	<b>\$30.00</b>	\$30.75
\$32.00	\$3.00	<b>\$35.00</b>	\$35.88
\$37.00	\$3.00	<b>\$40.00</b>	\$41.00
\$46.00	\$4.00	<b>\$50.00</b>	\$51.25
\$56.00	\$4.00	<b>\$60.00</b>	\$61.50
\$66.00	\$4.00	<b>\$70.00</b>	\$71.75
\$76.00	\$4.00	<b>\$80.00</b>	\$82.00
\$86.00	\$4.00	<b>\$90.00</b>	\$92.25
\$93.50	\$6.50	<b>\$100.00</b>	\$102.50
\$103.50	\$6.50	<b>\$110.00</b>	\$112.75
\$113.50	\$6.50	<b>\$120.00</b>	\$123.00
\$123.50	\$6.50	<b>\$130.00</b>	\$133.25
\$133.50	\$6.50	<b>\$140.00</b>	\$143.50
\$143.50	\$6.50	<b>\$150.00</b>	\$153.75
\$153.50	\$6.50	<b>\$160.00</b>	\$164.00
\$163.50	\$6.50	<b>\$170.00</b>	\$174.25
\$173.50	\$6.50	<b>\$180.00</b>	\$184.50
\$183.50	\$6.50	<b>\$190.00</b>	\$194.75
\$194.00	\$6.00	<b>\$200.00</b>	\$205.00
\$203.70	\$6.30	<b>\$210.00</b>	\$215.25
\$213.40	\$6.60	<b>\$220.00</b>	\$225.50
\$223.10	\$6.90	<b>\$230.00</b>	\$235.75
\$232.80	\$7.20	<b>\$240.00</b>	\$246.00
\$242.50	\$7.50	<b>\$250.00</b>	\$256.25
\$252.20	\$7.80	<b>\$260.00</b>	\$266.50
\$261.90	\$8.10	<b>\$270.00</b>	\$276.75
\$271.60	\$8.40	<b>\$280.00</b>	\$287.00
\$281.30	\$8.70	<b>\$290.00</b>	\$297.25
\$291.00	\$9.00	<b>\$300.00</b>	\$307.50
\$339.50	\$10.50	<b>\$350.00</b>	\$358.75
\$388.00	\$12.00	<b>\$400.00</b>	\$410.00