



Spring
FLING

CENTRAL HAWKE'S BAY
SEPTEMBER & OCTOBER

2021



Thank you for your interest in registering your event in the Spring Fling 2020 program. The Spring Fling is a collection of standout events celebrating Central Hawke's Bay and runs from 1 September to early November. Please read all the information carefully before completing the Registration form and MOU. Registration form and MOU are available as a digital form via thespringfling.co.nz website. For a printable copy please contact Felicity Carr, Central Hawke's Bay Tourism Coordinator, by email felicityc@hawkesbaytourism.co.nz or phone 027 222 4320.

Spring Fling Criteria:

- ✓ Provide high calibre events showcasing the best Central Hawke's Bay has to offer
- ✓ Contribute to a THRIVE-ing community – [Project THRIVE](#)
- ✓ Promote our region positively to all visitors.
- ✓ Provide a variety of events catering to a wide range of people.
- ✓ Celebrate or encompasses Spring in some way.
- ✓ 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 receive far more web traffic and therefore bookings.

Spring Fling Event Registration Fees

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

Key Dates

March	9 th 2021 Spring Fling Prospectus Distribution
April	30 th Registration, MOU due
May	17 th Copy and Images Due for program, web and social Designing
June	1 st -25 th Programme Designing
July	12 th Programme delivered to HBT 13 th All Events listed on Eventfinda for approval w/c 19 th Programme Distribution, 23 rd Programme Launch Online Marketing Begins
August	2 nd August Tickets on Sale Full Marketing Campaign underway
September	3 rd September Spring Fling Launch Spring Fling Events
October	Spring Fling Events
November	Possibility of Spring Fling Events
December	Post-Spring Fling Event Manager Survey Post-Spring Fling Consumer Survey Spring Fling Debrief

Online Deals

The Spring Fling Website has a page dedicated to deals for Spring Fling. We will be working hard this year to promote these through the various available channels. If you are interested in running a Spring Fling deal, contact felicityc@hawkesbaytourism.co.nz or phone 027 222 4320.

Marketing

Please note an Event Fee applies to all events part of the official Spring Fling Programme. It is \$250 for a single event and \$400 for two or more Events. This event fee goes directly towards promoting the Spring Fling. Below is an example of the Spring Fling Marketing plan. Please note, this plan is based on previous year’s marketing and is subject to change.

PRINT:	DIGITAL:
Programmes Posters Living Hawke’s Bay magazine Print Ads <ul style="list-style-type: none"> • HB Today • CHB Mail, • Manawatu Guardian • Horowhenua Chronicle • Kapiti coast Billboards	Web Banners across NZME Website <ul style="list-style-type: none"> ❖ Spring Fling ❖ Hawkesbaynz.com Digital Advertising - NZME Eventfinda Social Media <ul style="list-style-type: none"> ❖ Spring Fling ❖ Central Hawke’s Bay NZ ❖ Hawke’s Bay NZ ❖ Local Social Media Pages ❖ Shop CHB
RADIO: Advertising across NZME Radio stations Central FM	

- Hawke’s Bay Tourism does **not** take any commission from bookings. Event registration fees contribute to the costs involved in promoting events which includes your event listing in the official programme in print and online.
- All promotion of the event/experience will be undertaken by Hawke’s Bay Tourism under the umbrella of SPRING FLING. Any major announcements about SPRING FLING will come directly from Hawke’s Bay Tourism, this includes any major announcements to media.
- Businesses with approved events are asked to utilise their existing databases for promotion and are welcome to individually promote the event in consultation with Hawke’s Bay Tourism. Hawke’s Bay Tourism has standard copy that should be used in this instance to ensure consistent tone and messaging.
- Hawke’s Bay Tourism has the right to amend/re-write event copy to fit within Spring Fling tone of voice.
- The Spring Fling logo is available for use by all official Spring Fling event organisers. When using the logo, it cannot be altered in anyway, and can only be used in association with official Spring Fling activities. Hawke’s Bay Tourism 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. Likewise, when referring to Hawke’s Bay Tourism, please write this out in full.

EventFinda

- All official Spring Fling events will be uploaded to Eventfinda by Hawke's Bay Tourism. Where possible, Hawke's Bay Tourism will name an event as closely to that given but there may be occasion that this needs to be amended due to word 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, Hawke's Bay Tourism has loaded all the events to Eventfinda with the limit set as stipulated by you (the organiser) 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 organisers unless a prior agreement has been made with Hawke's Bay Tourism. A minimum of 20% must be sold through Eventfinda. If an event organiser 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 Hawke's Bay Tourism. 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, Hawke's Bay Tourism reserves the right to refund all participants. Ticketing revenue will be held by Hawke's Bay Tourism 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.

Regulation and Health and Safety

- Ensure you are up to date with the Health and Safety at Work Act 2015 requirements including providing a Risk Assessment Register for events held under the Spring Fling umbrella.
- 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

Eventfinda Pricing Matrix

Ticket Price excluding Fees	Eventfinda Charges	F.A.W.C.I 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	\$10.00	\$10.25
\$12.50	\$2.50	\$15.00	\$15.38
\$17.50	\$2.50	\$20.00	\$20.50
\$22.00	\$3.00	\$25.00	\$25.63
\$27.00	\$3.00	\$30.00	\$30.75
\$32.00	\$3.00	\$35.00	\$35.88
\$37.00	\$3.00	\$40.00	\$41.00
\$46.00	\$4.00	\$50.00	\$51.25
\$56.00	\$4.00	\$60.00	\$61.50
\$66.00	\$4.00	\$70.00	\$71.75
\$76.00	\$4.00	\$80.00	\$82.00
\$86.00	\$4.00	\$90.00	\$92.25
\$93.50	\$6.50	\$100.00	\$102.50
\$103.50	\$6.50	\$110.00	\$112.75
\$113.50	\$6.50	\$120.00	\$123.00
\$123.50	\$6.50	\$130.00	\$133.25
\$133.50	\$6.50	\$140.00	\$143.50
\$143.50	\$6.50	\$150.00	\$153.75
\$153.50	\$6.50	\$160.00	\$164.00
\$163.50	\$6.50	\$170.00	\$174.25
\$173.50	\$6.50	\$180.00	\$184.50
\$183.50	\$6.50	\$190.00	\$194.75
\$194.00	\$6.00	\$200.00	\$205.00
\$203.70	\$6.30	\$210.00	\$215.25
\$213.40	\$6.60	\$220.00	\$225.50
\$223.10	\$6.90	\$230.00	\$235.75
\$232.80	\$7.20	\$240.00	\$246.00
\$242.50	\$7.50	\$250.00	\$256.25
\$252.20	\$7.80	\$260.00	\$266.50
\$261.90	\$8.10	\$270.00	\$276.75
\$271.60	\$8.40	\$280.00	\$287.00
\$281.30	\$8.70	\$290.00	\$297.25
\$291.00	\$9.00	\$300.00	\$307.50
\$339.50	\$10.50	\$350.00	\$358.75
\$388.00	\$12.00	\$400.00	\$410.00