

# WELCOME TO THE AREA

## BUSINESS EAST TĀMAKI

### Who are we?

BUSINESS EAST TĀMAKI's primary focus is to support and champion the Business Improvement District (BID), representing over 3,300 businesses, 2,100 property owners and over 43,000 employees.

If you manage, own or rent a business or property within the BID, you are eligible to be a member of BUSINESS EAST TĀMAKI. There is no extra cost to your business as membership is already taken care of via a targeted rate.

### How do we help your business?



#### Advocacy

By providing a coordinated voice for matters affecting East Tāmaki business and property owners



#### Events and Networking

By providing opportunities to learn new skills and develop your network at regular breakfasts, business showcases, seminars, and interest groups.



#### Business Support

We link you to current business resources and information to help your business grow



#### Marketing & Promotional Opportunities

By providing avenues to raise your business profile through our publications, website, social media, advertising, free directory listings, showcase hosting and sponsorship opportunities.



#### Troubleshooting

We save you time and frustration as the conduit to help businesses with Auckland Council/infrastructure regulatory issues.



#### Crime Prevention

We provide a range of initiatives to ensure East Tāmaki is safer for everyone.



#### eNewsletter & Social Media Announcement

Once you join, we will announce and welcome your business to our membership in our monthly e-newsletter and introduce and promote your business across our social media pages.

#### GOLD SPONSOR



#### SILVER SPONSORS



#### BRONZE SPONSORS



## Marketing and Promotional Opportunities

### 1. Free standard directory listing

Get visibility on the BUSINESS EAST TĀMAKI website business directory and increase your reach. All members are entitled to a complimentary directory listing.

### 2. Free 90 sec Members Moment

Reach between 50-200 decision makers and influencers with a concise message about your business through our Breakfast Members Moment. (agreement on a case-by-case basis).

### 3. Become a BUSINESS EAST TĀMAKI Sponsor

*From \$3000 + GST*

Our tiered sponsorship options will provide you with an extensive range of benefits to increase your business profile.

### 4. Sponsor an Event

*From \$2000 + GST*

Broaden your visibility through presenting opportunities, access to BUSINESS EAST TĀMAKI comms and promotions.

### 5. Stay Connected Email

*\$300 + GST*

Put the spotlight on your business with a dedicated Stay Connected email (sent to circa 1,500 active subscribers).

### 6. Advertise in the BUSINESS EAST TĀMAKI Magazine

*From \$300 + GST*

Promote your business with options to suit most advertising budgets.

### 7. Host a Business Showcase/ Meet Your Neighbours

*From \$750-\$2000 + GST*

Profile your business to potential local clients and your premises (all showcases are subject to approval by BUSINESS EAST TĀMAKI).

### 8. eNewsletter Banner

*\$250 + GST*

Maximise your visibility through the BusET monthly eNewsletter. Delivered to circa 2,300 active subscribers, it's a high-impact way to ensure your business remains top-of-mind within the East Tāmaki business district.

### 9. Business Directory

*\$100 + GST (1 x week)*

Feature your business with a prominent placement on the BUSINESS EAST TĀMAKI Business Directory home page (available on a first-come, first-served basis).

### 10. Facebook Buy Local Group

FREE opportunity to promote your business in the BUSINESS EAST TĀMAKI Facebook Buy Local Group.

FOR MORE INFORMATION CONTACT

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