



January 16th, 17th, 18th, 19th
9am till 5pm Daily



Trillian Trust
FunFest 2020

IT'S BACK!
TELL YOUR
FAMILY &
FRIENDS!

Vodafone Events Centre, 770 Great South Road, Manukau

FREE ENTRY • FREE PARKING • FREE RIDES

facebook@funfestNZ | www.funfest.co.nz



TRILLIAN TRUST FUNFEST 2020 ATTRACTIONS



- MAHONS AMUSEMENTS THRILL RIDES, FAMILY RIDES, KIDS RIDES
- INFLATABLE ZONE Bouncy castles and inflatable attractions
- CARNIVAL SIDE SHOW GAMES Laughing clowns, Lord of the rings & more...
- BAG-A-BEAN SHADED MARQUEES Bean Bag Chill out Zones
- WATERCARE TRUCK Bring a bottle and fill up free
- **FOOD COURT & TIP TOP ICE CREAM TRUCK** Hot Food, Cold drinks & more...
- PICNIC HILL Bring a picnic & enjoy on the hill overlooking Funfest
- MAI FM STREET TEAM Chill out zone, mega pong, corn hole & winning wheel
- SOLOMON GROUP ZONE
- QUALITY EDUCATION SERVICES ZONE
- LIFE EDUCATION COUNTIES MANUKAU CLASSROOM

Stay hydrated. Please bring plenty of water, sunscreen, hat, sunglasses. Shoes must be worn at all times!

MAIN ARENA FUN

CHECK OUT THE AWESOME & FUN ATTRACTIONS INSIDE !



- FREE FACE PAINTING & FREE INFLATABLE KIDS ZONE
- NEW ZEALAND COLLEGE OF CHIROPRACTIC Free spinal assessments
- RENAISSANCE SCHOOL OF DANCE [RSD] Free dance classes for kids
- EQUIPPERS KIDS EARLY LEARNING CENTRE Thurs, Fri, Sat
- MARKET ZONE Get a great bargain at the Funfest markets

FUNFEST STAGE LIVE

CHECK OUT OUR LIVE ENTERTAINMENT IN THE CONFERENCE CENTRE!



- BRING IN YOUR OWN KAI [STRICTLY NO metal cutlery & glass]
- AIR CONDITIONED DINING ROOM with tables & chairs
- FUNFEST LIVE STAGE hosted by MC Big D
- KIDS & FAMILY DISCO
- SING KARAOKE & WIN
- FUN STAGE GAMES & COMPETITIONS TO WIN PRIZES
- LIVE ENTERTAINMENT Cultural & Dance Groups, Artists & Bands
- ELECTIONS NZ zone [conference centre walkway]

4 DAYS OF SUMMER FUN !

TRILLIAN TRUST FUNFEST 2020
JANUARY 16th, 17th, 18th, 19th 9AM TO 5PM DAILY
FREE ENTRY, FREE PARKING, FREE RIDES

Vodafone Events Centre, 770 Great South Road, Manukau

All guests are expected to follow our event rules. For full event information and rules visit www.funfest.co.nz/event-info

Kia ora & Welcome

Welcome to Trillian Trust Funfest 2020 at the Vodafone Events Centre, Manukau.

Funfest Charitable Trust was formed in 2002 with the sole purpose of creating a free event for the families of Auckland.

Our focus was to bring families and communities together in a positive environment.

We've successfully created a fun safe space for families to enjoy every year and generations of Whanau have grown up with Funfest over the last 20 years.

Our event has grown to an audience of over 30,000 people annually from all over the country and all ages. We are the only annual Auckland summer event with free entry, free parking, free rides and free prizes.

There is simply no other event that compares with Trillian Trust Funfest in terms of attractions, scale and social responsibility.

Our event now includes an invitational day for children with special needs and their families.

Funfest is also supported by awesome stall holders like you who promote a range of products and services that encourage family well-being, health, education and careers.

Trillian Trust Funfest promotes positive relationships throughout families and communities.

Your site fee helps us raise much needed funds for Life Education Trust Counties Manukau.

The Funfest Charitable Trust supports Life Education Trust Counties Manukau.

Life Education Trust has been educating and empowering kids for over 30 years in New Zealand.

Each year Life Education Trust Counties Manukau fosters a space for over 38,000 children to learn and explore key issues around health & nutrition, the human body, puberty, how to be a good friend and good and bad substances.

Proceeds from your stall holder fee contribute to our Funfest fundraising activity for Life Education Trust to support their ongoing work in the community.

On behalf of the Funfest Management team and the Funfest Charitable Trust I'd like to extend a huge welcome and THANK YOU for your investment in what is going to be the best Funfest event we have ever produced.



Let's have an amazing Funfest 2020 !

Yours Sincerely

Doug Te Moni

Doug Te Moni

Funfest live event coordinator

Stall holder guidelines

Site Manager

We want to maintain a clean line of communication with you at all times.

Please appoint a site manager.

Your site must always have a site manager throughout the event.

Your site manager is the person we will deal with regarding any communication with your site.

This person must be on-site at all times and accessible on mobile phone 24/7 at all times.

Site Inspection

Doug will complete a site inspection after you have set up.

Adjustments to your site may be needed after the inspection for health and safety compliance, venue & event alignment fit.

All promotions, competitions and giveaway concepts you intend to deliver on-site must be approved by Doug.

Selling goods & services

Please talk to us first to approve the selling of any goods or services. Prize giveaways, promotions and free sampling are activities that need to be approved by Doug. **Selling of goods and services without approval is not permitted.**

Credentials & No Smoking

There are NO credentials required to access Funfest. The event is free for all.

Funfest is smokefree. Smoking is not permitted anywhere on the arena floor during the live event.

Site Staff

Your site staff **must** either be branded in the agreed brand and **/or** display staff ID Tags featuring the agreed brand and the staff member's name. Your staff must be dressed and act professional at all times when engaging with Funfest staff, Vodafone venue staff and the general public.

Pack in & Pack out times

Pack in day for stall holders is **Monday January 13th 10am onwards.**

You may drive your vehicle onto the arena floor for set up and pack down at the following times:

- Daily pack in from 6am to 8am**
- Daily pack out after 5pm**

Vehicles parked on site during live event

You must have approval from Doug to park your vehicle on site during the live event. This is approved on a case by case basis and all clients must always adhere to strict health and safety regulations' when driving on-site .

EVENT PARKING is free for all so there are no car park passes required for your staff however it is highly recommended your staff arrive early , well before gates open, to secure a car park .

Site security

If you are not packing in and packing out each day then you are more than welcome to leave your site covered secure and packed ready for the next day. Venue security will monitor the entire site after hours however please remember **you** are responsible for the security of your site at all times and the risk of leaving your site packed.

Branding & Signage

Your site must only feature branding and signage representing the agreed brand as approved by Doug. Please ensure any **third party signage** and or branding is **NOT** displayed or promoted from your site during the event or promoted on social media associated to the event.

Free Roaming

All sites have the ability to *Free Roam* the park to solicit customers.

We encourage you to take your brand to the audience wherever possible.

Q & A

Q : How long is the event ?

A : 5 days Wednesday 15th to Sunday 19th including the VIP day for people with special needs, disabilities and from challenging backgrounds.

Q : Do you charge a fee to have a stall at Funfest?

A : Yes. Our rates start from \$4,500 for a stall at Funfest for all 5 days. We also have flexi rates available our team will talk with you about these options. Please visit the following link to find out more information. (<https://www.funfest.co.nz/book-a-stall-site>).

Q : Will Funfest go ahead if it rains ?

A : Yes. Our rides are built to perform in the rain, and we have attractions inside.

Q : When can I pack-in and pack-out ?

A : Feel free to start setting up from Monday January 13th . You can pack out from 5pm Sunday 19th .

Q : Is my stall site safe overnight ?

A : We've got a security team covering the venue at night to ensure things are safe and secure. if your outside you'll need to pack down in the event of rain. You are responsible for your site security outside of event open hours.

Q : Can I giveaway free food and drink from my site ?

A : No, however we will approve free food and drink giveaways on a case by case basis.

Q : Can I charge people for a service or product from my site ?

A : No.

Q : What is the size of my stall holder site ?

A : We don't have a limit on the size of your stall holder site.

We are very flexible and will work with you to bring your vision for your site to life.

Q : What type of activity can I run at my site ?

A : Anything Fun, interactive offering loads of free stuff are the best sites that attract the biggest crowds.

Q : Do I need a special pass or accreditation to enter each day ?

A : No, entry to the event is free but it would pay for you and your team to be on site early before gates open at 9am.

Q : Do you supply power for my site ?

A : Yes. We'll work out how to get power to you no matter where you are on site , leave it with us.

Q : Can I have a site inside & outside at no extra charge ?

A : Yes, obviously we'll need to talk about the size, logistics but we will work with you to bring your vision for both your sites to life.

Q : Can I sell stuff from my stall holder site ?

A : No, only food vendors and market stalls are allowed to sell stuff.

Stall holders [that's you] are not allowed to sell goods and services.

Q : Do you supply gazebos / tents for my site ?

A : No , you must supply your own gazebo / tent and it must pass a health and safety check. Always Make sure it's anchored and secure please.

Q : Do you supply tables and chairs ?

A : Tables and Chairs are available directly from the Vodafone events centre team you will need to speak to the centre staff to arrange tables and chairs for your site.

Q : Is there a room on-site to store stock ?

A : Yes – we'll work with Vodafone to find you a room to store your site stock, but we can't guarantee a room [we'll work hard to find one]

Tips to increase conversion

Be creative...

You are competing for the attention of customers against rides, attractions, the funfest stage and the natural noise & buzz of tens of thousands of people. We recommend a creative, innovative and Fun site.

Plan to make noise...

We recommend you plan and execute an **interactive site** that pulls customers in, engages them in something fun allowing you to have meaningful quality conversations.

Hire the right promotional staff...

Your staff are critical to your conversion success.

We recommend your promotional **A-team** are given the task of Trillian Trust Funfest.

Make your site look WOW ...

In our experience, sites that look unique, amazing, fun and simply COOL immediately attract the attention of people *all the time* at Funfest. Interactive & engaging sites work the best.

Free Roam

You are welcome to take your brand outside of the 3 x 3m space.

All clients are allowed to Free Roam the park.

We encourage you to think outside the box. Take your promotion to our Fans!

WE ALSO OFFER YOU....

Stage Ad-libs

We recommend you think of offering a prize, giveaway or promotion which can be promoted & awarded from the Funfest stage. This puts your brand in front of thousands of fans every day.

Our amazing stage mc's will bring your brand to life.

You are welcome to use the stage to your advantage.

Please work directly with Doug regarding your stage ad-lib requirements.

Funfest Facebook page

We are promoting you to our 10,000 + Facebook fans in the *lead up* telling fans you will be at the event.

We'll also do a post about your site during Funfest and a post after the event to thank you and your organization for your support.

Facebook live

Doug will be visiting each site throughout Funfest to Facebook live during the event.

Doug will visit your site for the Facebook live feed.

Note: The recording of this live feed may be used in our 2020 promotional video and live feeds are subject to Wi-Fi / internet drop outs.

YOUR IMPORTANT DATES

Event	Date	Time	Detail
SITE MEET	Monday December 13 th	11am	Meet and site walk
PACK IN	Monday January 13 th	10am	All clients
VIP DAY	Wednesday January 15 th	10am to 4pm	Children w/special needs invitation only event
DAY 1	Thursday January 16 th	9am to 5pm	Funfest 2020 Live event 9am – 5pm
DAY 2	Friday January 17 th	9am to 5pm	Funfest 2020 Live event 9am – 5pm
DAY 3	Saturday January 18 th	9am to 5pm	Funfest 2020 Live event 9am – 5pm
DAY 4	Sunday January 19 th	9am to 5pm	Funfest 2020 Live event 9am – 5pm

FUNFEST MARKETING CAMPAIGNS

Media	Detail	Dates
SOCIAL MEDIA #	#FUNFESTNZ @FUNFESTNZ Please integrate our social media tags in all your social media posting. Please link back where possible to our official website WWW.FUNFEST.CO.NZ	
FUNFEST FACEBOOK	Post and live video campaigns leading up, during and after funfest to 10,000 + fans. Cross posting on related target market group and specialty pages.	Dec 1 st to Jan 19 th
MAI FM 88.6	4-week campaign on-air, online and onsite campaign on Auckland's number one music radio station Mai FM. Mai FM will also host their own state at Funfest 2020 featuring the Mai FM street team who will cross live to air from Funfest each day encouraging fans to join us !	Dec 23 rd to Jan 19 th
NETWORK E-LETTERS	Weekly e-letters to our data base of contacts including fans, stakeholders and stallholders.	Dec 1 st to Jan 19 th
NETWORK TV MEDIA COVERAGE		
1 NEWS	TV1 News are invited annually to cover the VIP Day. Here is a link to previous coverage on TVNZ 1 https://www.tvnz.co.nz/one-news/new-zealand/thousands-intellectuallydisabled-children-enjoy-day-aucklands-funfest	
TE KARERE TVNZ 1	Te Karere are invited annually to cover our VIP Day. Here is a link to previous coverage on Te Karere https://www.youtube.com/watch?v=o75P_ehhEVg	
NEWS HUB	Newshub are invited annual to cover the VIP Day. Here is a link to previous coverage on Newshub. http://www.newshub.co.nz/home/new-zealand/2017/01/a-day-of-magicfor-children-with-special-needs.html	
MAORI TELEVISION	Maori Television are invited annually to cover the VIP Day. Here is a link to the previous coverage on Maori Television. http://www.maoritelevision.com/news/regional/funfest-hosts-inaugural-vipday-1000-disadvantaged-kiwi-kids	

YOUR EVENT CONTACTS

ROB BLAKE	EVENT DIRECTOR Please contact if you have any compliments, complaints or concerns regarding your stall site	027 492 4579
DOUG TE MONI	MARKETING, LIVE STAGE, STALL HOLDER MANAGER Your direct contact on site throughout the event. During the event Doug will be based at the Main Stage.	021 883 663