



NZCF NEW ZEALAND
CHORAL
FEDERATION

Te Kotahitanga Manu Reo o Aotearoa

Sponsorship Opportunities
with the
New Zealand Choral Federation



The NZCF is New Zealand's umbrella organisation for choral music

With over 20,000 members — drawn from hundreds of community, school and chamber choirs — the NZCF represents a wide range of styles including classical, gospel, world music, sacred, barbershop, jazz, kapa haka, musical theatre, and opera.

New Zealand's three national choirs, Voices NZ, NZ Youth Choir and NZ Secondary Students' Choir, are all NZCF member choirs and regularly showcase the best of NZ arts on the world stage. The NZCF board includes members past and present from these organisations.

Our sponsors help us carry out magnificent, wide-reaching community events — as well as growing and supporting NZ as a singing nation.



Regional secondary schools choral festivals in 10 centres, involving around 8,000 students from 200+ school choirs; three area Cadenza festivals and the National Finale.



A professional arm of NZCF providing mentoring and conductor training for choral directors of all levels throughout the country.



Primary and intermediate schools choral festivals held in 8 regional centres and involving around 3,500 children.



A triennial festival for choral singers involving workshops, masterclasses, concerts, and collaboration with kapa haka groups. It will next be held in South Auckland at the end of September 2023.



Regional community and chamber choir festivals. Community choral festivals in 10 regions around NZ, involving around 2,000 singers in total.



The biennial conference of NZCF. Addressing the conference theme of the Choral Traditions of Aotearoa New Zealand, in 2021 we welcomed presentations and workshops from some of New Zealand's leading experts in Māori and Pasifika music – Dr. Charles Te Ahukaramū Royal, Ataahua Papa and Opeloge Ah Sam.




The World Choir Games

In 2024, NZCF will host the world's largest choral festival in Auckland. Over 15,000 singers from more than 50 nations around the world will join together in song right here in Aotearoa New Zealand! **Visit the website here.**

NZCF

Our engaged audience – a snapshot

11.5%
of the total
population (2022)



478^k
People

Average age

40⁺
Years old



73%
Work full time

45%
With children

35%
DINK

Passionate
about
music



esp classical
or choral

\$138^{k+}
Average household
income



Source - NZCF Consumer Profiles and Category Insights, Feb 2022 by [TheGembaGroup.com](https://www.thegemba.com)

NZCF — Our engaged audience – a snapshot continued

Professional

64%

Well-travelled
Internationally



57% more likely to
travel domestically
every 3 months

77%

main grocery buyer
in household

over indexing in
consumption of cereal/
muesli/coffee

72%

Are home
owners



11% intend to sell in
the next 12 months

38%



more likely to have
a term deposit

21%

have money in
managed funds

50% more likely than
general population

Insurance

91% hold insurance
policies

42% hold a health
insurance policy –
50% more likely than
general population

90%

Range of Digital
Subscriptions

90% subscribed to
Netflix and/or Disney+



Strongly
over-index in
consumption of
wine and spirits

Source - NZCF Consumer Profiles and Category Insights, Feb 2022 by [TheGembaGroup.com](https://www.thegemba.com)

An opportunity exists for your business to enjoy exposure to this market.

In particular The Big Sing — our most broad reaching event.



15 festivals — 200+ choirs — 8,000 students performing at three levels, every year — supported by their families and their communities.



This event captures 8,000 ambitious students filled with youth, talent, excellence, passion, skill and commitment in their approach to performance and competition.

The event has national coverage throughout the regions from Whangarei to Invercargill.

Promotional opportunities exist for sponsor advertising, branding on website, media/PR and a tag on livestreaming to over 60,000 people.

Sustained exposure for nine months of the year.

Highly engaged audience, with limited 'clutter' in the demographic.

Lengthy, established track record.

Enjoy the video **Performance, participation, passion** to get the event vibe and an idea of the NZCF reach within the community.

or copy and paste <https://youtu.be/sVLCeSpa2po>

— Here is your chance to make a difference to up-and-coming young singers

— About The Big Sing

NZCF's The Big Sing (TBS) has been taking place for over 30 years and is New Zealand's largest choral event with singers entering regional competitions held in Northland, Auckland, Waikato/Bay of Plenty, East Coast, Taranaki, Manawatu/Whanganui, Wellington, Marlborough/Nelson, Canterbury/West Coast, Otago and Southland.

Of those 200+ choirs, 60 will have repeat exposure to sponsorship via the area Cadenza festivals (held in the Upper North Island,

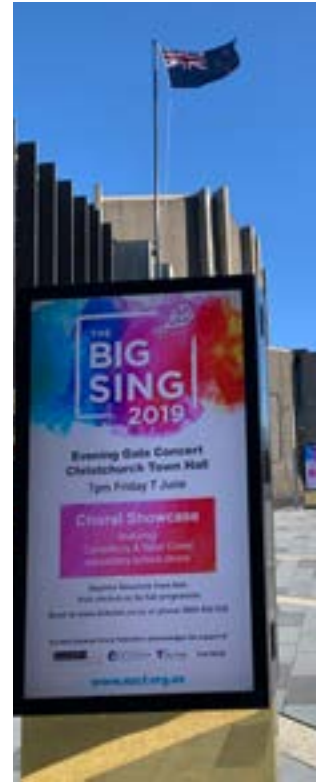


Lower North Island and South Island) and National Finale.

Enjoy this video of **Takapuna Grammar School Chorale** in 2019, which has had 1.3 million views. Or copy and paste <https://youtu.be/ZhV3TnrbXb0>



— The Big Sing's Reach



Generations of New Zealanders have participated in or watched The Big Sing. Thousands of people are still emotionally connected to this event, many saying that memories of The Big Sing can bring a tear to their eye.

The Big Sing is live-streamed each year on multiple platforms and to a large national and international audience. In 2022, the three-day Finale was streamed live on Facebook as well as on a player embedded on the NZCF website.

The organic reach on Facebook was 62,178 over three days, and on our website we had 8921 views from 46 countries. Additionally, the Finale gala concert was streamed live on Face TV and on the Radio NZ website.

Following Finale, videos of the competitive sessions and the gala concert were posted to our Big Sing YouTube channel and have attracted a total of 41,155 views.

An advertisement in our Big Sing regional programmes would reach close to 10,000 participants and audience members around the country.

TBS Cadenza will involve around 1,000 secondary school singers who would have repeated exposure to a sponsor following their participation in the regional Big Sing festivals.

TBS Finale involves 800-900 participants and 2,000+ audience members. Again, this gives an opportunity for repeat exposure to a sponsor at this event.

Outside of The Big Sing, we could feature a sponsor's ad continuously amongst the scrolling ads on our website and in our eBreve newsletter which currently goes out to around 2,500 recipients every month.



Sponsorship packages

— Full Sponsorship \$20,000 (Tier 1)

A full sponsorship of The Big Sing (TBS), covering all 10 regional festivals, 3 Cadenza festivals and the National Finale would cost in the region of \$20,000. This would entitle the sponsor to:

- a pull-up banner in the foyer of the venue for the duration of The Big Sing Finale, each Cadenza, and/or regional festivals
- a full page display advertisement or advertorial in the official Finale, Cadenza and regional festival programmes
- verbal acknowledgement as a corporate sponsor at opening ceremonies, gala concerts and receptions for TBS at regional, Cadenza and Finale level and the opportunity to present a prize at the gala concert
- your logo would be reproduced on all The Big Sing programmes
- hospitality/hosting opportunities at TBS gala concerts
- **product/service exclusivity** - no other provider of your product/service in NZ or Australia would become directly associated as a sponsor unless mutually agreed.

Additional acknowledgements:

- on the home and The Big Sing pages of the NZCF website
- via NZCF's official *eBreve* newsletter, distributed monthly to 2,500 recipients
- via a rotating advertisement on the home page of the NZCF website
- via an advertorial (space permitting) in NZCF's *eBreve* newsletter

Prize packages

Additional leverage for sponsors could be applied as desired via product or service vouchers to top-performing schools, as a way of driving business to potential customers around the country.

Sponsorship packages

— Selective Sponsorship (Tier 2)

NZCF can tailor a sponsorship agreement to suit any sponsors priorities and budget. It is possible to 'mix and match' any of these options to suit.

Regionals only (\$10,000)

- a pull-up banner in the foyer of each Regional venue (space permitting) for the duration of the festival
- a full page (A5) advertisement or advertorial in each of the official Regional festival programmes
- verbal acknowledgement as a corporate sponsor at the gala concert of each Regional festival
- your logo on the Regional festival programmes
- acknowledgement on the home and The Big Sing pages of the NZCF website

Cadenza & Finale only (\$8,000)

- a pull-up banner in the foyer of the venue for the duration of The Big Sing Finale and Cadenza festivals
- a full-page display advertisement or advertorial in the official Finale and Cadenza festival programmes
- verbal acknowledgement as a corporate sponsor at opening ceremonies, gala concerts and receptions for Cadenza and Finale
- your logo on The Big Sing Cadenza and Finale programmes
- acknowledgement on the home and The Big Sing pages of the NZCF website

Prize packages

Additional leverage for sponsors could be applied as desired via product or service vouchers to top-performing schools, as a way of driving business to potential customers around the country.

Sponsorship packages

— Selective Sponsorship (Tier 3) \$5,000

Finale only

- a pull-up banner in the foyer of the venue for the duration of The Big Sing National Finale
- a half page display advertisement or advertorial in the official National Finale festival programmes
- verbal acknowledgement as a corporate sponsor at opening ceremonies, gala concerts and receptions for National Finale
- your logo on The Big Sing National Finale programmes
- acknowledgement on the home and The Big Sing pages of the NZCF website

— Selective Sponsorship (Tier 4) \$3,000

Cadenza only

- a pull-up banner in the foyer of the venue for the duration of The Big Sing Cadenza festivals
- a half page display advertisement or advertorial in the official Cadenza festival programmes
- verbal acknowledgement as a corporate sponsor at opening ceremonies, gala concerts and receptions for Cadenza
- your logo on The Big Sing Cadenza programmes
- acknowledgement on the home and The Big Sing pages of the NZCF website

Prize packages

Additional leverage for sponsors could be applied as desired via product or service vouchers to top-performing schools, as a way of driving business to potential customers around the country.

Why you should support The Big Sing



The Big Sing is lauded internationally as a unique, powerful and professional event.

...the standard of the singing was very high, and up to (and sometimes exceeding) international standards. Thank you so much for bringing us to witness this magical evening.” *Jonathan Velasco, Advisor to the Board of the International Federation for Choral Music (IFCM) and co-director in 2018 of the World Youth Choir, commenting on the Auckland Regional Big Sing gala concert.*

The ongoing development of choirs at The Big Sing has resulted in New Zealand’s top secondary school choirs increasingly touring overseas and presenting New Zealand choral music internationally.

The Big Sing has a profound effect on its competitors, and leadership skills are greatly enhanced and encouraged through participation.



Feedback from students consistently includes comments about friendship, inspiration, developing confidence, plus experiencing a sense of community and of belonging. Nowhere is this more clearly stated than in the following video: **Inspiration & Example** or copy and paste <https://youtu.be/J5VhJyoa7dw>

Our Social Media Statistics

YouTube – 14,700 channel subscribers
(and over 2.3 million views of our videos)

Facebook – The Big Sing page, 5488 followers
NZCF page, 1774 followers

Instagram – 1076 followers (Instagram page impressions over The Big Sing 2022 were 149,376 and engagement with content saw 10,035 interactions)

eBreve (monthly newsletter) – 2793 subscribers



What people say

Students

“The Big Sing is a great event which I have participated in for the last 5 years. I have made so many friends, learnt so much about music and the NZ Choral Music scene and hope to continue this passion I have gained in the years to come. It has certainly opened many doors for me and I am excited about the future. I will remember The Big Sing for the rest of my life.”

“The absolute best part was at the end. Singing the national anthem with 24 of the top choirs in New Zealand was supremely magnificent. It felt magical to be a part of a crowd of people, all happy and proud of their country. And as these young people put their arms around the shoulders of those around them, I felt so so connected. I felt like I was truly part of that gathering. I felt like I belonged in NZ.”



[Watch a Big Sing National Anthem \(it's worth it!\)](#)

School principals give huge support to The Big Sing

“Singing and music are a big part of Te Kura Waenga o Ngamotu, Central School. The school has three choirs, and a strong Kapa Haka group, but the 1st XV [choir] gives the senior children a chance to develop the ability to sing in harmony, and learn the techniques and discipline of singing in a choir. These children then become leaders who can lead class Waiata and assembly singing.”

“Such positive role modelling, collaboration and leadership aimed at promoting the love and enjoyment of singing to me embodies the essence of The Big Sing; that being the encouragement of leadership and community participation, collaboration and innovation and of course excellence in performance.”

“The culture of Dilworth has changed markedly since the advent of choral singing. Many boys in the choir represent their school in the major sporting teams, most significantly in rugby. There are always members of the First XV in Fortissimo, something of which both groups are very proud. Also, the academic results for Maori and Pasifika boys are well above the National standard, and the school attributes a measure of this success to the culture of excellence surrounding the choral programme.”

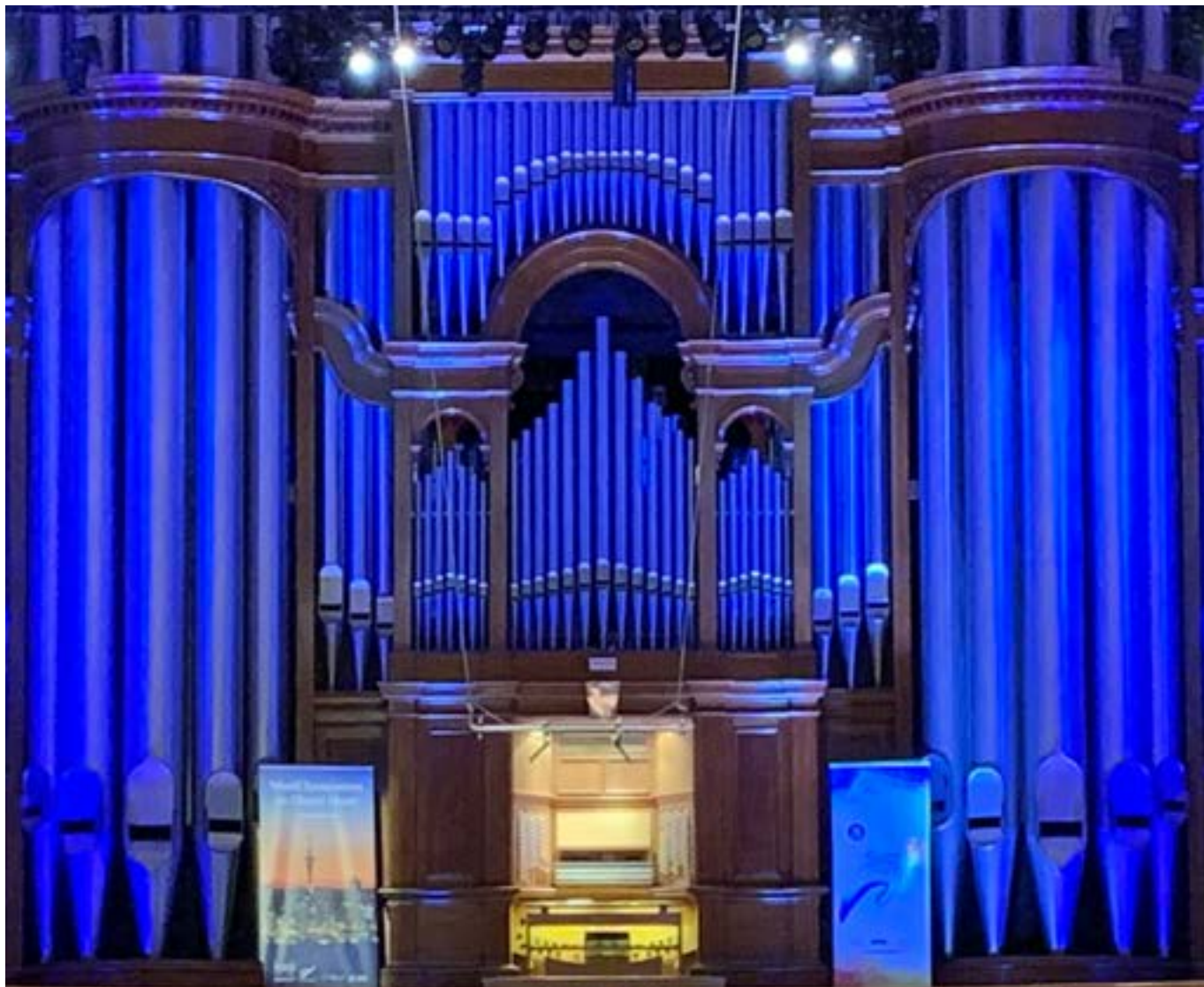



[Watch the combined choir of Dilworth and Diocesan Divinitus \(winners of the 2022 Auahi Kore Award\) performing E Rangī E](#)

Moses Mackay, baritone in Sol3 Mio and star of The Bachelor had this to say

“The Big Sing holds some of my fondest memories as a young singer. I had never experienced anything like it before and my nerves almost had the better of me! However, I was walking out onto that stage with some of my best friends and we carried our school crest with pride. We didn't win, but it was a moment I will cherish for the rest of my life. I have since performed many times in the Auckland Town Hall in the exact same spot where a 15-year-old kid was given an opportunity to be something he would never have dreamed possible.”





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nzcf.org.nz
Charities Commission #CC28622

If you would be interested in discussing any of these exciting opportunities, please contact:

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