

LIBERTY PRESS AWARD

*For "Best arts
sponsorship under
\$15,000"*



AK07 FANS: Brent Milburn and Megan Sargent

ABE'S REAL BAGELS Auckland Festival Trust AK07

Abe's Real Bagels partnership with the Auckland Arts Festival AK07 is an example of a small firm creating a niche sponsorship opportunity for itself. The 10-year old company, established by Megan Sargent and Brent Milburn, supplies traditional bagels throughout the country. It had been a sponsor of the Auckland Festival since 2003 but in 2007 it became an official supplier and supporter.

Its bagels were made available for selected festival events and were also supplied to festival staff offices to increase brand awareness.

The sponsorship was initiated by Ms Sargent, who said "I was so excited that finally Auckland was going to get its own Art Festival and I wanted to support it in any way I could."

She met festival managers and developed a contract arrangement whereby the company supplied product to the value of \$10,000.

"Being only a small company this was a way in which we could make a difference without breaking the budget," she says.

In return the company had logo placement, an advert in

the festival programme.

Product was made available in all performers' packs.

The company also targeted specific demographics such as the youth market with giveaways at free youth event in Red Square and Speigle-market (a children's market).

The company has had no formal assessment of the partnership but Ms Sargent says, "We got to be seen alongside much larger companies who have huge budgets.

"When we take this and the print advertising along with our logo on festival publications an website and the on air presence with giveaways through ZM we consider the brand exposure to be hugely worthwhile."

Festival sponsorship development manager David Savidan says "Abe's contribution has been inspired by a passion for making the Auckland community more vibrant, balanced with a commercial objective to gain brand exposure. It was an active promotional partner leveraging several key events to promote its product range."

Sponsorship value
Up to \$15,000