



## NZ Mural Contest and Arts Festival 2019 Sponsorship Pack

With 74+ works of art throughout Katikati, we believe it makes our small town the biggest open air art gallery in New Zealand.

Katikati Open Air Art is now planning for its 7th biennial New Zealand Mural Contest and Arts Festival. We are really excited about what we have planned for 2019.

The theme for this year is LIFE IS NOT WHAT IT SEEMS.

Consider a realistic artwork. There is no depth to the two-dimensional image on the canvas, but if the artist uses perspective, shadow, relative sizes, and other clues to make the brain perceive a three-dimensional scene, the whole artwork changes. An illusion is a false mental image produced by misinterpretation of things that exist.

We are challenging artists to make interactive and mind bending visual illusion as part of the 2019 NZ Mural Contest and Arts Festival.

### THE BACKGROUND

Katikati Open Air Art was formed in 1989 after a public meeting to see how the town of Katikati could promote itself. Katikati, at that time in its history was going through a tough time, the share market had crashed the year before, and was now hurting hard, the kiwifruit industry which had become the main industry of the local area was in crisis, the threat of a by-pass was being looked at and there were up to 32 empty businesses in the town. Katikati needed a major boost.

1996 also saw the first Mural Town Magic festival, when Katikati celebrated its first five years of projects. The idea of festivals has not been lost, as now Katikati celebrates with the week long biennial NZ Mural Contest & Art Festival that involves as many forms of the arts and groups as possible.

We have had 6 very successful festivals over the last 12 years and are proud to say that each year they grow in participation and standard.

### 2011 FESTIVAL

The 2011 festival combined with the Real Experience Katikati Festival which enabled joint marketing during the event.

Over 40 events were organised with involvement from sports organisations, gardens, farms, churches, and community groups.

### 2013 FESTIVAL

The 2013 festival took 11 months to plan and nearly 400 hours of work. 74 events were held over 7 days. Over 200 kids were involved with activities.

There were more than 50 street entertainers during the week. About 110 people in cultural groups performed at the opening event. Over 10,000 programmes were printed and distributed.

The sun shone for 7 days and the whole community got involved.

### 2015 FESTIVAL

The budget for the 2015 festival was increased with a particular focus on increasing advertising to the wider district to encourage people to attend.

Again, we had an action packed week with over 50 unique events including kites flying, painted bird house auction, new street entertainers, 3D pavement art, outdoor night movie, body painting and a celebration of our 25 year history!

We were so busy our ATM ran out of money and we invested over \$55,000 back into the local economy.

### 2017 FESTIVAL

The theme for the festival was "The Future is our Children". This year we had a real focus on children. We started with a Mad Hatters Tea Party and ended with a fantastic circus event. Katikati was one huge playground for the whole week!

We reviewed the way we held the sculpture competition which resulted in fantastic entries, from which we ended up purchasing 3 for permanent display in Katikati.

The mural artists once again drew an exciting range of local, national and international talent.

## SPONSORSHIP LEVELS FESTIVAL 2019

Platinum Sponsors: Valued \$3000

*Benefits in addition:* 4 tickets to the opening event  
6 tickets to the awards event  
Have your logo on all printed material, including, brochures and advertising  
The ability to have your banners, brochures and promotional material displayed where appropriate during the festival.

Gold Sponsors: Valued \$2000

*Benefits in addition:* 2 tickets to the opening event  
4 tickets to the awards event  
Have your logo on all printed material, including, brochures and advertising

Silver Sponsors: Valued \$1000

*Benefits in addition:* 2 tickets to the opening event  
2 tickets to the awards event

Bronze Sponsors: Valued \$500

*Benefits in addition:* 2 tickets to the awards night

Corporate Sponsors: Valued \$200

Not only will all sponsors have the knowledge that they have supported a national contest that draws International artists. But that you have assisted to put Katikati on the map as NZ's Mural Town and given the community a chance to showcase itself in the arts, culture and business arenas.

Should you be interested in any other form of sponsorship we are more than happy to discuss what is available

**Thank you for taking time to consider this proposal**

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