

ADVERTISE WITH

Matatiki

Lighting the beacons

MĀORILAND
CHARITABLE
TRUST

NATIVE PEOPLES · GLOBAL FILMS

Advertise at Matariki

Matariki Lighting the Beacons is a major event that will attract significant crowds to the Kāpiti region over the month of July.

Advertise your business and join our celebration of Matariki.

For \$75, your business will support and be supported by Matariki Light Arts Festival.

This one-off payment will see you listed as a preferred business and supporter of the festival with advertising placement on the Matariki Lighting the Beacons website

Visitors will be directed to this advertisement from

- Matariki Lighting the Beacons Festival Social Channels
- Māoriland Social Channels
- Kāpiti NZ Social Channels





How to get involved

How do I book advertising?

Email matariki@maorilandfilm.co.nz and include:

- Name of Business
- Link to your website
- Image for your advertisement - max dimensions 1080 x 1080 pixels

What does it cost?

\$75 one off fee

What do I get?

- Your image/logo displayed on matariki.maorilandfilm.co.nz
- Link to your website
- Social shares directing visitors to your ads

How long will the ad run for?

From June 15 - August 15. Ads submitted after this time will be uploaded within 1 - 3 working days of payment.

Is there a discount if I submit my ad late?

No there is a flat fee of \$75.

How do I know I'm reaching an audience?

Māoriland reaches 30,000 monthly through its social channels, website and newsletter. This is estimated to increase to over 100,000 with paid search advertising during July.

An audience reach report will be shared to all advertisers.

Matariki Lighting The Beacons

Lighting the Beacons is a multi-disciplinary arts festival to be held on the Kāpiti Coast for the month of July 2021.

Lighting the Beacons marks the rise of Matariki; te tau hou Māori, a marking point of beginnings and endings, remembrance, reflection, inspiration and celebration.

Lighting the Beacons is a new event spearheaded by Māoriland, the team behind the highly successful annual Māoriland Film Festival.

The project is collaborative with Māoriland partnering with Iwi of the Kāpiti rohe, KCDC, Creative NZ, other Arts festivals, community and kura.

All Māoriland projects are by, with and/or for the local community.

Audience numbers to the festival are expected to exceed 60,000.





Inclusivity

Whakauhanaungatanga

Lighting the Beacons is inclusive, celebratory, respectful and inspiring. More than just a light festival we have diverse and inclusive activities defining the many facets of this festival that is operated on Māoriland tikanga and respective of the mātauranga associated with Matariki.

- Beacons
- Light Sculptures
- Live Music & Theatre
- Indigenous Film
- Bike light parade
- Pop up Karaoke stage
- Paper lantern making
- Memory Garden
- Light Kites
- Community workshops
- Kai!
- Parakore

Festival Opening - Paraparaumu

Festival Closing - OTAKI

Matariki Lighting the Beacons will be 'bookended' by two weekends of outdoor exhibitions of Light Artworks, music, theatre and other whānau orientated offerings. Supplemented with additional environmental lighting, music and performance events and food. The two major weekends include the following

Friday July 2nd - Saturday 3rd Paraparaumu Beach (sunset 5:02pm)

- Dawn *Kapiti-wide* Iwi led karakia signalling the start of the Lighting the Beacons Festival
- Beacons (searchlights) towards Kāpiti Island from Ōtaki and Paekakariki TBC
- 2 nights of light sculptures, entertainment & kai - free to public (Mcleans Park)
- 1 x premiere ticketed event (Te Raukura TBC)
- 1 x premiere ticketed event (Paekakariki TBC) Friday night NATIVE MINDS - Māori thought leaders.

Friday July 23rd - Saturday 23rd Ōtaki Beach

- 2 nights of light sculptures, entertainment & kai - free to public (Ōtaki Beach)
- 1 x premiere ticketed music event (Southwards TBC)
- 1 x premiere ticketed event at Māoriland Hub
- 1 x premiere ticketed music event (Civic TBC)
- Closing karakia to signal end of Lighting the Beacons Festival



Lighting the Beacons is a new festival from Māoriland.

Māoriland Charitable Trust is an independent Māori charitable trust with a mandate from Ngā Hapū o Ōtaki. We exist for the cultural, social and economic benefit of our community of Ōtaki.

Over the past eight years we have grown the Māoriland Film Festival to be the largest presenter of Indigenous screen content in the Southern Hemisphere.

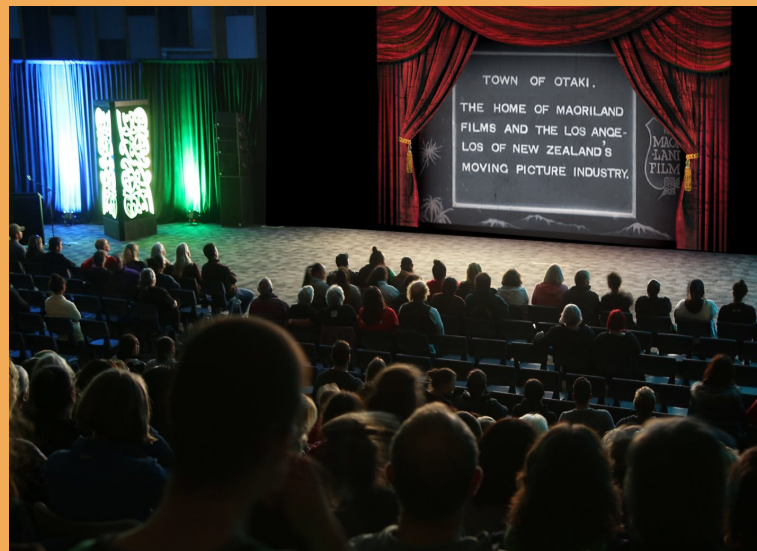
In 2017 we established the Māoriland Hub in Ōtaki Village and present a year-round programme of events that include; industry focussed events, emerging technology (VR/AR/XR), lecture series - NATIVE Minds, sound and stage performances, a visual arts gallery, Toi Matarau and more.



Māoriland has been recognised for two years running in the Wellington Airport Regional Community Awards in the Arts and Culture category for the Māoriland Film Festival and Māoriland Hub. In 2019 Māoriland Film Festival was a finalist in the NZEA - NZ Event Awards for Best Arts or Cultural Event. In 2020 Māoriland was a finalist in the Wellington Gold Awards.

We are distinct from other major NZ Film Festivals as our focus is Indigenous screen voices with a particular interest in rangatahi Māori - Māori youth.

In 2020 we were invited into the Incubator Fund of the NZ Major Events Fund - a huge capacity boost for Māoriland.



*embed my native
soul in film*

SPONSORSHIP DECK

Matariki

Lighting the beacons

For Sponsorship or other enquiries
Contact: Dylan Herkes
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