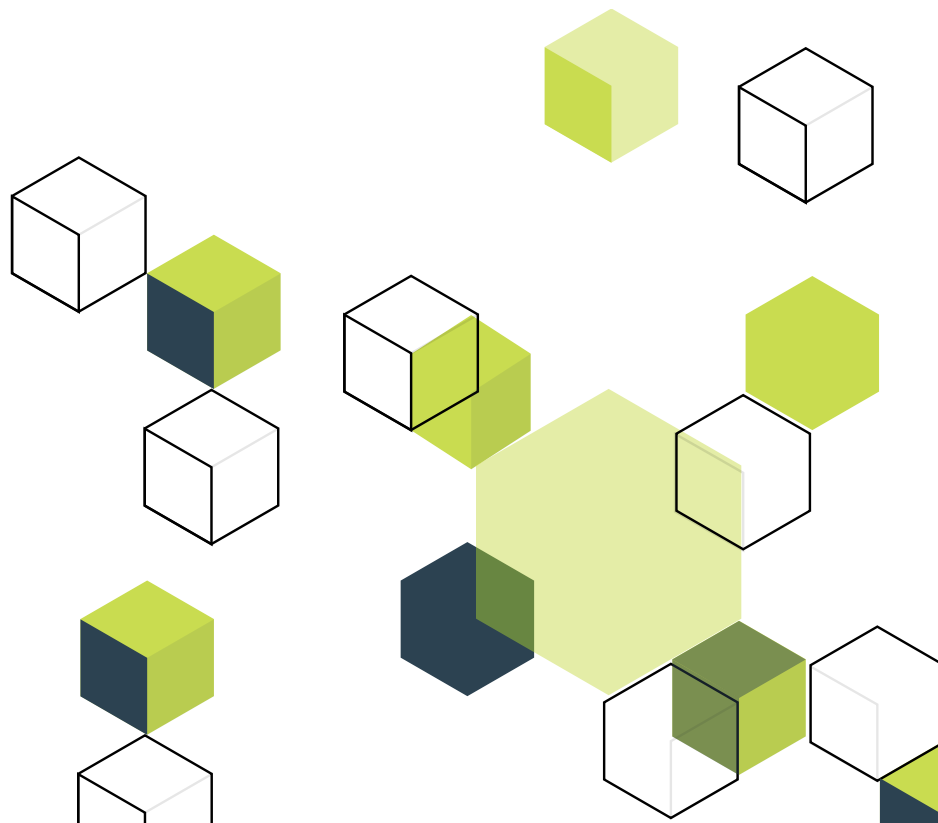




## Marketing Opportunities

APRIL 2021



## FIELDAYS TV Marketing Opportunities Guide

In 2020 Fieldays TV was born, shot in a studio in Auckland it ran every day during Fieldays online. Hosted by Radar it was a highly engaging mix of expert panel discussions, guest speakers, celebrity chefs and world leading innovations. International guests such as the Irish Minister of Agriculture beamed live into the studio and audience tuned in from all over New Zealand and the World.

In 2021 as Fieldays Online continues alongside the world class event at Mystery Creek - Fieldays TV is back and better than ever before. This year the studio will be onsite and highly visible to the 128,000+ event audience.

Being in the middle of the event gives us the opportunity to truly show the magic of the Southern Hemisphere's largest Agricultural show as well as grab passing notable personalities, ministers and visitors in the studio. It also gives partners, sponsors and exhibitors an unparalleled opportunity for exposure.



**FIELDAYS TV – FEATURES**

**TV AD PACKAGES**  
**\$5000**



**HOSTED TALK**  
**\$5000**



**SPONSORSHIP**  
from **\$10000**



**OPTION A**

- Supply your current 15” or 30” TV commercial to run between FDTV programming

Includes either:

- 10 x 15” TVC spots over the Fieldays TV schedule - run of station
- 5 x 30” spots TVC spots over the Fieldays TV schedule - run of station

**OPTION B**

- 1x Live Studio cross to your exhibitor stand where a field reporter will detail an offer or event you have on to drive foot traffic to your site or website

**SERVICE AND SUPPORT**

- Service and Support
- Work with a TV producer to plan Ad Spot
- Post event reporting/analytics

**OPTION A**

- An FDTV host will chat with your experts about what your business is and what it does. (20 min slot). Final video is available for you to use on your own digital platforms.

**OPTION B**

- Opportunity for you to host your own panel on a key topic area of interest (20 min slot). Final video is available for you to use on your own digital platforms.

**BOTH options include either:**

2 x 30” TVC’s run of station

OR

4 x 15” TVC’s run of station

**SERVICE AND SUPPORT**

- Work with a TV producer to plan your segment
- Autocue, TV screen to show presentations or video conference in remote speakers
- 1x Rehearsal prior to live shoot
- Option to cut away to provided content
- Post event reporting/analytics

**OPTION A**

- **Naming Rights Sponsor FDTV studio**
  - Brand name/logo present inside and outside the studio

**OPTION B**

- **Programme Package Sponsor FDTV**
  - Your brand name/logo Top and Tail of 5x 20min program slots.
  - Daily EDM’s will detail to visitors and FDO users that days’ programming for example, Fieldays Kitchen sponsor

**Fieldays<sup>NZ</sup>** | **TV**  
**Marketing Opportunities**

**SIGN UP TODAY FOR FIELDAYS TV**

**For enquiries:** [info@fieldaysonline.co.nz](mailto:info@fieldaysonline.co.nz)

