



THE CIRCUS HUB

inspiring passion
for circus arts

Sponsorship Package

www.circus.org.nz



WANT TO JOIN THE CIRCUS?

Wellington Circus Hub is looking for sponsors. We'd love to be working with others who are keen to see circus arts thrive in Wellington and across New Zealand. We have a range of sponsorship options that may work for you.

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About Us



The Wellington Circus Trust

The Wellington Circus Trust formed in 2005 to provide the infrastructure for people of Te Whanganui-a-Tara to practice circus arts. We have been in the Te Whaea complex in Newtown since 2012, where we have grown to become the largest and busiest circus school in New Zealand. With our recently upgraded rigging installation, we welcome hundreds of students every week and offer a training space for professionals to practice and create.

Our Work

What we do

Our passion for circus drives us to create opportunities for the community so that a growing number of people of all ages and abilities can benefit from circus. We focus on the following areas:

- Offering recreational circus classes for all, as an exciting alternative to mainstream sports to stay physically active
- Partnering with schools and organisations to deliver social circus programmes designed to help youth at-risk and people with disabilities
- Supporting Wellington-based emerging and established professionals to increase the visibility of circus in the region and grow our industry.



Our Community



Why sponsor us?

The Circus Hub is essential for circus arts to exist and thrive in the Wellington region, and nationally. It is a space in which people can discover, learn, and grow through the practice of circus, as well as create and perform unique performances. Supporting the Hub supports the community to exist and enables a growing industry to keep pushing the boundaries of their art form.

Providing and maintaining the specialised infrastructure and equipment to offer high quality circus training has substantial ongoing costs. As sponsorship partner you can help us to continue to bring circus arts to Wellingtonians for many more years to come.



Our Reach

Reach out to our community

We offer our sponsors opportunities to connect with a broad and vibrant community of students, parents, trainers, performers, and enthusiasts who attend our classes, receive our communications, and visit our website.



Website	Students, parents, trainers, public	+/- 1,000 visitors/month
Newsletter	Students, parents, trainers, public	> 2,000 subscribers
Facebook	Students, parents, trainers, public	3,772 followers*
Instagram	Students, parents, trainers, public	1,366 followers*
Trainers	Circus/Arts professionals	14 trainers
Practice Club	Circus/Arts professionals & enthusiasts	369 members
Youth Circus	Circus/Arts aspiring professionals	12 students
RAW shows	Students, parents, trainers, public	450-600 spectators
Booking platform	Students, parents, trainers	> 350 clients in the last year

*April 2023

Become a sponsor

Experience circus for yourself

Our sponsorships include access to workshops, classes and events. You choose who to invite – your staff, your customers, or your community. As audience members or as participants, we make it work for you.



How can you join our team?

We are looking for sponsorship partners who can see the value in supporting the Wellington circus community to thrive. In return for sponsorship, we can offer opportunities to be part of our community, raise your profile, and experience circus for yourself (or for your people). Consider our standard packages or get in touch to discuss other opportunities or combinations to suit you.

Package

Bronze – \$1,500

Promotional opportunities

- Logo on our sponsors board in the entrance of the Circus Hub
- Logo on our website with link to your website
- Introductory post on our social media

Experiences

- Free workshop – up to 8 participants (birthday or Christmas party)
- 1 Free Intro pass (3 classes)
- 1 Free Circus Hub branded item (hoodies, long sleeves, T-Shirts, etc.)
- 5% discount to our classes for your staff

Silver – \$3,000

Promotional opportunities

- Logo on our sponsors board in the entrance of the Circus Hub
- Logo on our website with link
- 2 posts on our social media per year
- Mention in our newsletter
- Recognition at our RAW student performance showcases (held 2-3 times p.a.)
- Sign on the interior wall at the Circus Hub (size small, sponsor to provide)

Experiences

- Free workshop – up to 16 participants (birthday or Christmas party)
- 3 Free Intro passes (3 classes each)
- 1 Free Circus Hub branded item (hoodies, long sleeves, T-Shirts, etc.)
- 10% discount to our classes for your staff

Gold – \$5,000

Promotional opportunities

- Logo on our sponsors board in the entrance of the Circus Hub
- Logo prominent on our website and newsletter with link to your website
- 4 posts on our social media per year
- Articles in our newsletter and on the Glofox news section
- Sign on the interior wall at the Hub (size large, sponsor to provide)
- Recognition at our RAW student performance showcases (held 2-3 times p.a.) and logo on posters

Experiences

- Reserved seats for RAW showcases
- Free Team-building workshop or birthday/Christmas party (up to 30 participants)
- 5 Free Intro passes
- 2 Free Term classes or 10-class passes
- 15% discount to our classes for your staff
- 5 Free Circus Hub branded items (hoodies, long sleeves, T-Shirts, etc.)

Extra options: Naming rights

Sponsor one of our activities! Your branding will appear on all our communications and signage.

Activities available include:

- Classes (such as trapeze, tumbling, Circus Fit, etc)
- Practice Club
- Youth Circus – advanced youth training programme
- Events, such as RAW showcases, and kids performances





Thank you!

Further information

Get in touch

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