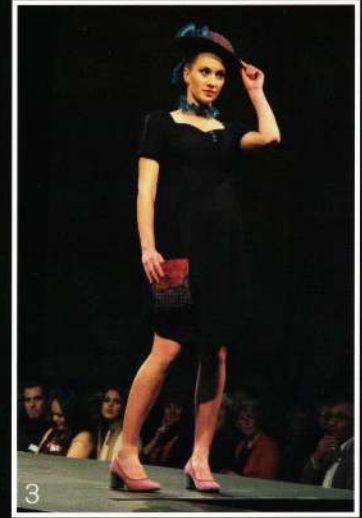


The Wairarapa Environmental Oversew Fashion Awards 2012



1. Shannon Hayes - Designer, Diane Coe
2. Tayla Carson Butler - Designer, Ruth Bucknell
3. Tayla Carson Butler - Designer, Jenny Booth
4. Karin McBride, Corinne Edwards, Vicki Waller, The Painted Lady, Robyn Cherry-Campbell, Chris Tracey
5. Trudi Bennet & Guest with Ron Mark
6. Lorraine Hall & Guest
7. Mineral Make-Up Artist & Bonnie Parker



Local sponsorship is good for business

Sponsorship is often thought to be for the big brands who splash their names on national events, but on a local level there are plenty of opportunities for smaller companies. You can sponsor local arts events, school projects, sports teams, competitions or charities and it doesn't have to involve large sums of money.

Of course, cash funding will always be needed by event organisers, but they also need companies to buy the shirts (which you can put your logo on), provide the refreshments, donate prizes for the draw and help with all the publicity and ticket sales.

The direct benefits to you include brand awareness, the chance to showcase your products, opportunities to address your target audience, sales leads, inclusion in any advertising or editorial about the event and, importantly, a reputation for investing in where you live.

When considering sponsorship, it's important to consider the fit with your business and why you're doing it. You may simply want to help out or you might have a personal interest in a cause but if there's an event that's a perfect fit with what your company does, go for it.

Aligning your business with an event

Getting your business behind a local event will generate good publicity, raise awareness and show that you care about your community.



Photography by Catherine

Dwayne McWayne, Ron Mark and Mike Jones at TOF 2012

that sits within your company's mission statement will certainly add weight to what you do.

Mike Jones, managing director of recycling firm Wairarapa Environmental, was proud to sponsor the recent inaugural Oversew Fashion Awards (TOF) and has committed to the event for the next five years.

"When I was approached to be the main sponsor for TOF, I didn't hesitate to say 'yes'. I thought it was an excellent idea

and I could see how the event could develop into a fantastic crowd-drawer for the Wairarapa," explains Mike.

"However, I also considered how apt it was that Wairarapa Environmental was right behind an event that was underpinned by a community commitment to taking the concepts of recycling, upcycling and creating a more sustainable environment to a more innovative level."

Mike's payback for investing in TOF is worth its weight in gold. Not only does he have the personal satisfaction that he's doing good in the community and 'putting something back' but the event is now officially called the Wairarapa Environmental Oversew Fashion Awards. Furthermore, every year he gets to take the stage, address the audience, the VIP guests, the judges and the entrants and talk about his business.

DVDs of the 2012 event are now on sale for \$15 (or \$10 for all entrants). Contact Robyn Cherry-Campbell at robyn@balancebeyond.co.nz. For more information about the next Wairarapa Environmental Oversew Fashion Awards go to Facebook/ TheOversewFashionAwards or www.oversewfashion.co.nz.

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