

19 November 2009

Strong sponsorship for boat show

Auckland International Boat Show is delighted to announce the official sponsors and partners to the Auckland International Boat Show 2010.

This year sees the return of Boating New Zealand as Gold sponsor for the 12th consecutive year. Auckland City Council will share the joint Gold sponsorship with Boating New Zealand and provide vital support for the on-going success of the show.

The 2010 show sees Tourism Auckland, KIA Motors and Total Floating Systems return as Silver sponsors, and welcomes Pacific Blue as a Silver sponsor.

The tier of Bronze sponsors will comprise The Moorings, Line 7, Viaduct Harbour Holdings, Coastguard and newcomer Panasonic TOUGHBOOK.

Pacific Blue will be the named sponsor of the Pacific Blue Destination Hall and joint naming sponsor with Panasonic TOUGHBOOK and Jilly Beans Bean Bags of the VIP and Media Lounge.

The continued support of our valued sponsors and the new arrivals in our sponsorship portfolio are testimony to the high profile achieved by the Auckland International Boat Show over 11 successful events. This considerable investment will enable the Marine Industry Association to continue raising the show's exposure in local and international media, thus providing the New Zealand marine industry with an attractive, credible platform from which to promote and sell its boats and products.

Thank you to all those who will join us in presenting this exciting event for 2010.

If anyone has any questions please do not hesitate to contact me.

Kind regards,

Kerry Ellis

Boat Show and Sponsorship Co-ordinator
Marine Industry Association
85 Westhaven Drive
Auckland

PO Box 90448
Victoria Street West
Auckland 114 New Zealand

DDI: +64 9 376 7737 Mobile: +64 21 194 6666 Fax: +64 9 360 0019
FreePh: 0800 600 242
E-mail: kerry@bia.org.nz
www.nzmarine.com