



DUNEDIN MIDWINTER CARNIVAL

For over 20 years we have helped Dunedin and the Otago region celebrate the longest night and shortest day of the year in a spectacular and creative way. We invite you to become part of this much-loved community event.

The Dunedin Midwinter Carnival is one of Dunedin's largest free family events and undoubtedly its most beautiful.

Event images are used to market Dunedin internationally and set this event apart from anything else in New Zealand.

At the heart of this event is the celebration of our local seasons, environment and people.

Creativity and community participation are hallmarks of our events which feature stunning giant lanterns and costumes, dynamic performances and family workshops.

In the last decade we have presented 10 Midwinter Carnival events and 5 indoor installations to over 100,000 people. That impact is multiplied many times over by comprehensive media coverage and extensive social media reach.

Each Dunedin Midwinter Carnival features:

- 50+ giant lanterns
- 150+ performers
- 150+ volunteers
- 500+ kids making lanterns
- 1000+ people in the Carnival Procession
- 30,000+ people attending
- 100,000+ social media reach

Our events present multiple opportunities for businesses to share their story, make connections with new and existing customers, host your clients, celebrate your staff, and support your community.

BECOME PART OF THE MAGIC OF DUNEDIN'S MIDWINTER CARNIVAL

2019 Audience Survey results:

96% of the respondents said the event was entertaining.

92% of respondents said the event was well organised.

92% of respondents said they were satisfied or very satisfied with the event.

Contact:

partner.midwinter@gmail.com
midwintercarnival.co.nz



SUMMER LIGHTS

In addition to the iconic Midwinter Carnival event, we present a spectacular indoor lantern installation each year called Summer Lights. Held in the lead up to Christmas, this is a beautiful family friendly event that leaves lasting memories.

The indoor setting allows us to create a fully curated environment with a stunning array of visual and performance elements. The atmosphere is breathtaking!

Over the last 5 years we have held 6 major installations in a range of historic buildings, shopping malls and at conferences. The public response has been overwhelmingly enthusiastic. Thousands have flocked to these events with photos and videos immediately going viral on social media.

The Summer Lights event not only features an array of beautiful lanterns, but also original soundtracks and performance elements. This event is ideal for hosting a function, rewarding staff or just creating wonder in the eyes of children.

Bespoke installations can also be created for conferences, corporate events and end-of-year functions.

Summer Lights, 2015

Ward Street warehouse, 5 days, evening event, attendance 6000

Spring Lights, 2017

Carpet Court (indoor) carpark, 2 days, day and evening, attendance 3000

Autumn Lights, 2018

Athenaeum, The Octagon, 3 days, day and evening event, attendance 9000

Trenz Conference 2018

Town Hall, outdoor installation, one evening, attendance 800+

Summer Lights, 2019

Loan & Mercantile, Dunedin waterfront, 5 days? Day and evening, attendance ?

Midwinter Lights, 2020

Meridian Mall, month long installation, multiple floors, 5000+

Contact:

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PARTNER OPPORTUNITIES

Lantern Workshop Sponsor

Each year we host public lantern making workshops for families. Mums, dads and kids come together to make lanterns with our volunteers providing assistance. Over 400 lanterns and 800 people are involved in making lanterns and every lantern made will be carried by the family in our grand Carnival Procession.

Lantern Display Sponsor

A new development will see the grounds of First Church become a stunning display of giant lanterns accompanied by music and performance. This is a chance for the public to see these works of art up close following the Carnival Procession. It is also an opportunity for a sponsor to host a unique event in the display area.

Night Market Sponsor

In 2020 we are expanding our food stalls into a Night Market with over 30 stalls to create a vibrant area accompanied by lanterns, lighting and live music. With over 20,000 people attending the Carnival food and refreshments are a vital part of the experience. As sponsor you can develop your own display, or allow the stage and our MC create a focus for you.

VIP Hosting packages

The Carnival provides a unique and entertaining opportunity to host special guests either on street level or at an indoor location with elevated viewing of the Carnival Procession. Likewise our Summer Lights event could provide a stunning pre-Christmas function space. Alternatively we can create a special lantern experience at a venue of choice.

Naming Rights Sponsor

This high level sponsorship will incorporate multiple sponsor elements that ensures your business is at the forefront of the Carnival event and other related events throughout the year. Your business will receive widespread publicity as a result of our hugely popular events as well as opportunities to host guests, competitions, displays and other activations.

Contact:
[**partner.midwinter@gmail.com**](mailto:partner.midwinter@gmail.com)



WHAT OUR PARTNERS SAY

Allied Press

We are proud to have been working alongside the Midwinter Carnival event for the past 10 years. It's been very rewarding to see the event grow and gain popularity and excitement from the public and our customers. As a local business, we love to see these local events prosper and bring vibrancy to Dunedin.

Nicholas Dahl

Advertising Manager
Allied Press



ALLIED PRESS

Gravity Events

Gravity Events has been working with the Midwinter Carnival team for many years now. It is a pleasure working with such a creative and passionate group of organisers and volunteers - they always go above and beyond to make the show happen and we love being a part of an event that brings joy to so many families in the Dunedin community. We are excited to work on many more events together!

David Isaacs

Managing Director



Alan Dove Photography

I have been involved with the Midwinter Carnival Trust community more or less from the beginning- and will continue to be. Why? To put in simply I love it!

The reasons for my past and continued involvement are many, but all stem from one underlying aspect, which is, I believe the Midwinter Carnival is one of the best free community events that I have experienced anywhere, that is not just new Zealand, but the world.

Alan Dove

dovephotography.co.nz

Allan Dove Photography
Photography video fine art



CONTACTS

For more information about our sponsorship opportunities please contact one of the Dunedin Midwinter Celebrations Trustees below:

PAUL SMITH - Chairperson

paulsorrelsmith@gmail.com
021 709 663

SCOTT MUIR - Deputy Chair

scottcmuir@gmail.com
021 440 160

SOPHIE BARKER

sophie.barker@dcc.govt.nz
022 601 2778

SHARON O'LOUGHLIN

shazzabb@gmail.com
021 126 7085

LEISA DE KLERK

manager@volunteersouth.org.nz
027 319 8852



2010



2011



2012



2013



2014



2015





2016



2017



2018



2019



SUMMER LIGHTS 2019

