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Description automatically generatedPROMOTIONAL KIT**

Kia ora! Nau mai haere mai ki te whanau. A warm welcome into the whanau as part of the team who collectively will make Te Rā o Te Raukura 2020 an amazing event next year!

This promotional kit will provide you with ideas on how you can help spread the word about Te Rā o Te Raukura 2020 and help grow your customer base on the day.

FACEBOOK COVER PHOTO

Use our Te Rā o Te Raukura Facebook cover photo on your own Facebook page. Here is the link to our Facebook page: <https://www.facebook.com/teraoteraukura>

VIDEO CLIPS

We have a range of video clips being posted during November – February, look out for the clips of health and education providers who are associated with us over on <https://www.facebook.com/teraoteraukura>

LINK THEM IN / WHAKAHONO MAI

Let your friends and networks know that Te Rā o Te Raukura is on Saturday 1st February 2020 from 10am to 4pm **- w*hatever the promotional channel you’re using*** **-**Facebook, Twitter, Blog or E-newsletter. Add a link to our website <https://www.atiawatoafm.com/> which has all the essential information that you will need to know about the event.

THE INSIDE WORD / TE KUPU Ō ROTO

You can create a buzz by informing friends and public of any special news or events about your service and/or products.

People love to follow progressing stories and often loyal customers will read, like, comment and/or share your updates. This can attract new potential customers so keep posting and encourage your followers too!

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When other vendors, activities and initiatives are posted online about Te Rā o Te Raukura, share it through your channels and networks too. We all love to help each other out!

TAG US IN/ WHAKAPĀ MAI

Tag our Te Rā o Te Raukura Facebook page so we know what you are doing: <https://www.facebook.com/teraoteraukura>. We will give you a shout out on our page so that our followers can follow you too!

Make sure you remind people about the festival at Te Whiti Park right up until the day. We’ll add a map to our website also <https://www.atiawatoafm.com/> closer to the day.

SHOW TIME/ WHAKAATU MAI

If you have a smart phone, then taking a photo of your stall and posting it to your business Facebook page on the day with event details can be effective. Followers can see where you are on the day and come on down and join in on the fun! We all love a selfie!

STALL APPLICATIONS

If you know of anyone who is interested or if anyone asks, application forms for stall holders are available to fill in on <https://www.atiawatoafm.com/> or email [info@teraoteraukura.com](mailto:info@teraoteraukura.com)

ATTENTION ENTERTAINMENT, HEALTH AND EDUCATION PROVIDERS

We are looking out for your stories for radio right now. To book interview times contact [cory@atiawa.co.nz](mailto:cory@atiawa.co.nz) or on (04) 569 7993.

PRIZES

We are giving 5 stall holders the chance to win a fee free stall (exclusions apply). By using these strategies to spread awareness of our event Te Rā o Te Raukura 2020 we will be watching to see who gets involved and choose 5 lucky winners. So, Ready, Set, GO!   
**Please** **Note: This competition excludes the Hauora and Education providers).**