



**Akaroa Events Page**  
[www.akaroa.com/events](http://www.akaroa.com/events)

## How we can help you promote your event in Akaroa & the Bays

### How Akaroa District Promotions can help you promote your EVENT:

#### 1. Give you a FREE Listing on Akaroa.com Events Page

The Akaroa events page on Akaroa.com is one of the most popular sections of the site and is used by a growing number of potential visitors to Akaroa, both national and international (60% of visitors are domestic and 50% of those domestic visitors are from Canterbury). Many locals also use this page as an event planning resource.

<https://www.akaroa.com/events/>

This is what we need for the listing:

#### Main Page

- Title of your event
- Date of your event
- Location of event
- Email contact
- Phone number contact (optional)
- General information-100 words max
- Image for small square main image (jpg or JPEG between 60KB & 1MB in size)
- Any images for the rotating banner at the top (jpg or JPEG. These are landscape format. Long ways. These need to be between 500KB & 1MB. Up to 4 images is fine.

#### Second Page

- Booking information and any other information you would like on the second page.
- You can have a BOOK DIRECT link which can go to your booking page.

#### 2. Akaroa District Promotions Email Monthly EVENTS Calendar

These are sent out to Akaroa businesses (250 approx.) and over 100 community people. You need to send text and images for this.

If you have provided this already for the web page listing, then we will have this.

#### 3. Akaroa & the Bays Facebook Page Postings

<https://www.facebook.com/AkaroaandTheBays?ref=hl>

If we have a JPG of the event or a poster we can post on Facebook for you.

#### 4. Mailchimp Newsletters

If we feel it is a substantial event we can send the JPG posters out in our wider email newsletters.

#### 5. Distribution of Posters in Akaroa

We are happy to distribute posters in Akaroa to the local businesses for you.

As this is very time consuming we charge \$20 an hour for this or the equivalent of the cost in free tickets if it is relevant. Please discuss this with us.

### **Akaroa Mail**

We advise advertising your event in the local paper, the Akaroa Mail.

Akaroa Mail-Bi-weekly local Akaroa paper (includes Lyttelton & Little River)

Michael de Hamel  
The Akaroa Mail  
The Kaiapoi Advocate  
Freephone 0508 252 762

[michael@akaroamail.co.nz](mailto:michael@akaroamail.co.nz)

Each page is 26.5cm wide and 36-37cm deep.

### **Ticket Sales**

We advise selling your tickets through the Akaroa i-Site Information Centre.

Location: 61 Beach Road, Akaroa  
Email: [info@visitakaroa.com](mailto:info@visitakaroa.com)  
Phone: 03 304 7784  
Talk to Doreen Machnik-Manager.

### **Insurance & Public Liability**

Talk to us about Insurance and Public Liability for your event.  
We may be able to cover it under our Akaroa District Promotions Insurance.

Ask Alex Walkington on [adp@akaroa.com](mailto:adp@akaroa.com) 021 0243 9313