

IRB NZI Sevens Wellington 5th and 6th February 2010



2010 NZI Sevens aims to continue in vein of 10th anniversary celebrations

The IRB Wellington Sevens, coming into its 11th year, is once again expected to be the biggest event in the country, in the year prior to New Zealand hosting the Rugby World Cup. After the resounding success of its 10th birthday party last year, the organisers of the event have decided to expand their programme off the back of it.

As the event also falls on Waitangi Day weekend this year, the event will again be celebrated over a national public holiday, and such the city is once again destined to be packed with revellers supporting both their national day and, of course, the most popular sevens tournament in the world.

Look out Wellington, if you thought last year was huge, the best is yet to come!

Media Release



Nvisage Media International sign three-year deal for Wellington Sevens

Due to the phenomenal success of the NZI International Sevens Villages in Wellington over the last two years, Nvisage Media International are happy to confirm that they have just secured the rights to provide four giant LED SuperScreens for the next three years, through 2012 – the current term of Wellington City Council's contract with the IRB.

In these future years, the screens will be positioned at four prime, high foot-traffic locations in the CBD, namely Courtenay Place, Queen's Wharf, Waitangi Park and also Westpac Stadium itself, on the main concourse. When the screens were positioned at these outstanding locations last year, over 300,000 fans and Wellingtonians alike were exposed to the live broadcast of the Sevens over the two days of the event.

For the period of the agreement, the entire tournament will be broadcast live from start to finish through Sky TV and The Rugby Channel, along with bands, DJ's and music videos playing until the early hours of the morning at both the Courtenay Place and Queen's Wharf venues. In addition, a number of on-site activities and competitions are being planned at the Sevens Village through some of the previous event sponsors, partners and on-screen advertisers.

NMI are working very closely alongside both Wellington Rugby and Wellington City Council to ensure that the Sevens Villages for the coming three years continue to expand and improve on an annual basis.

Sevens Village Locations

- **Courtenay Place**

The entertainment hub of the city, this is where Wellington parties throughout the Sevens tournament. With bars, cafes, restaurants and fast food outlets lining the streets on both sides, it is an ideal location to either wind down during the daytime for a coffee or a nice cold beer, or to head to after the rugby and dance the night away and one of it's many late-night clubs.



- **Queens Wharf**

Located midway between Courtenay Place and Westpac Stadium, Queens Wharf is a very popular destination for people to spend the day before heading to the stadium, and also on their way back to the CBD. In excess of 10,000 people have been known to gather in this area alone in the past whilst the Sevens tournament is being played. Neighbouring Chicago Bar even extends it's trading area into the main square, using a mobile bar to cater for crowds.



Sevens Village Locations (cont)

- **Westpac Stadium**

Being the main sports stadium for the nation's capital, Westpac Stadium has played host to numerous teams such as the All Blacks, the Black Caps, and the city's local A League soccer team, the Wellington Phoenix. It has also host the country's biggest sporting event, the IRB Wellington Sevens, since it's inception almost eleven years ago. It has great transport links through buses from the CBD, whilst also being next to the city's main train station.



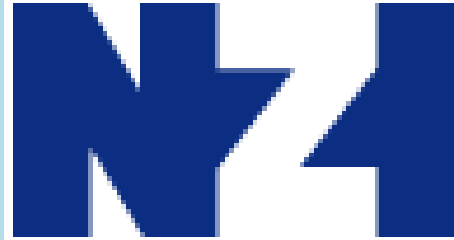
- **Waitangi Park**

Waitangi Park is the venue for the nation's biggest Waitangi Day celebrations, next year to be held on Saturday 6th February. Being located at Wellington's thriving new Waterfront area, it is also close to many bars, restaurants and cafes, a five minute walk from the city, and adjacent to Te Papa, New Zealand's famous national museum.





Event Sponsors



Principal Sponsor



Associate Sponsors



Advertising Package



N4sevens



Day One

1 x 30 second TVC per hour for 16 hours, 4 screens, 64 x 30 second TVCs

Day Two

1 x 30 second TVC per hour for 16 hours, 4 screens, 64 x 30 second TVCs

**Total airtime package:
128 x *30 second TVCs**

Cost: NZD \$45,000 + GST

*Advertisers running 15 second TVCs will receive 256 in total

