

Soccer World Cup

New Zealand



12th June – 12th July 2010

Media Release



New Zealand All Whites return to soccer world stage for first time in 28 years!

It has been a long time coming, but New Zealand's 1-0 victory over Bahrain in the second leg World Cup play-off match at Wellington's Westpac Stadium made it worth the wait. Rory Fallon, the striker from UK championship team Plymouth Argyle, scored the decisive and only goal in injury time of the first half to put the All Whites into their first World Cup Finals since 1982.

Despite rugby union being hailed as the nation's number one sport, this unprecedented match was a total sell-out, with Westpac stadium filled to its 36,000 capacity. Thousands of people also gathered in bars and pubs around the country, and in Wellington itself a "Fan Site" was set up at Queen's Wharf, where thousands of fans flocked to witness this momentous occasion on the giant LED video screen set up there.

The national team will be looking to replicate their heroics in South Africa in June and July, although the task will be a hard one having been drawn alongside Paraguay, Slovakia and, in arguably the biggest encounter in the team's history, defending World Champions, Italy. Despite the great rivalry between the Kiwis and their Australian neighbours, the All Whites will be looking to replicate Australia's form of the 2006 World Cup and qualify for the next stage, but will have to overcome the mighty Italians to do so – something the Socceroos came only a minute away from four years ago.



Media Release (cont.)



Due to the huge increase in the popularity of soccer in the country since New Zealand's historic qualification, Nvisage Media have reached an agreement with Wellington Council to set up two Fan Sites to broadcast all of the All White's matches during the World Cup, along with every match of the knockout stages, including of course the World Cup Final itself. In addition, other matches with teams that have a high visitor or inhabitant population in Wellington will be shown, including those involving Australia, England, and tournament hosts South Africa. All the matches in question will be broadcast LIVE and uninterrupted.

The Fan Sites will be set up in the heart of Wellington's CBD. Queen's Wharf will once again play host to the main site, with a forty square metre screen located at the water's edge, whilst another screen will be running above the Embassy Theatre. Both venues will be free of charge to the public.



Locations



- **Courtenay Place**

The entertainment hub of the city, this is where Wellington parties throughout the year. 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 late in the evening and dance the night away and one of it's many late-night clubs. With it being the busiest area in Wellington, foot traffic upwards of 40,000 per day is very common in this area.



- **Queens Wharf**

Located midway between Courtenay Place and Westpac Stadium, Queens Wharf is a very popular destination for people to spend the day. In excess of 10,000 people have been known to gather in this area alone in the past whilst watching big sporting events, including the final qualifier against Bahrain. Neighbouring Chicago Bar will be extending it's trading area into the main square, using a mobile bar to cater for crowds. In excess of 10,000 people per day are expected to view the screen at this location.



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Schedule of Games, Times and Spots – Group Matches



Date of Live Match	Time NZ	Teams	Spots*	Screen Running
Sun 13 th June	06:30am	England v USA	11	6am -12pm
Mon 14 th June	06:30am	Germany v Australia	10	6am -12pm
Tues 16 th / 17 th June	11:30pm	New Zealand v Slovakia	18	6pm - 3am
Sat 19 th June	06:30am	England v Algeria	6	6am -12pm
Sun 20 th June	02:00am	Ghana v Australia	10	6pm – 4am
Mon 21 st June	02:00am	Italy v New Zealand	20	6pm – 4am
Thur 24 th June	02:00am	Slovenia v England	10	6pm – 4am
Thur 24 th June	06:30am	Australia v Serbia	12	6am -12pm
Fri 25 th June	02:00am	Paraguay v New Zealand	20	6pm – 4am

Schedule of Games, Times and Spots - Round of 16



Round of 16

Date of Live Match	Time NZ	Teams	Spots*	Screen Running
Sun 27 th June	02:00am	TBC	10	6pm – 4am
Sun 27 th June	06:30am	TBC	6	6am -12pm
Mon 28 th June	02:00am	TBC	10	6pm – 4am
Mon 28 th June	06:30am	TBC	6	6am -12pm
Tues 29 th June	02:00am	TBC	10	6pm – 4am
Tues 29 th June	06:30am	TBC	6	6am -12pm
Wed 30 th June	02:00am	TBC	10	6pm – 4am
Wed 30 th June	06:30am	TBC	6	6am -12pm

Schedule of Games, Times and Spots – Quarter Finals & Semi Finals



Quarter Finals

Date of Live Match	Time NZ	Teams	Spots*	Screen Running
Sat 3 rd July	02:00am	TBC	10	6pm – 4am
Sat 3 rd July	06:30am	TBC	6	6am -12pm
Sun 4 th July	02:00am	TBC	10	6pm – 4am
Sun 4 th July	06:30am	TBC	6	6am -12pm

Semi Finals

Date of Live Match	Time NZ	Teams	Spots*	Screen Running
Wed 7 th July	06:30am	TBC	6	6am -12pm
Thur 8 th July	06:30am	TBC	6	6am -12pm

Schedule of Games, Times and Spots – Play off for Third Place & Grand Final



Third Round Play off

Date of Live Match	Time NZ	Teams	Spots*	Screen Running
Mon 12 th July	06:30am	TBC	6	6am -12pm

Grand Final

Date of Live Match	Time NZ	Teams	Spots*	Screen Running
Sun 11 th July	06:30am	TBC	6	6am -12pm

Advertising Package



Total Number of matches = **30**
Total number of Spots per Screen
= **237 x 30" spots**

Total package across both
screens in Queens Wharf &
Courtenay Place = **474 x 30"**
spots*

*Clients wishing to run 15" spots will receive
= **948 x 15" spots**