



2019

**SPONSORSHIP PROSPECTUS
BUILD HIGH-QUALITY
RELATIONSHIPS WITH
BUILDERS IN KEY LOCATIONS
ACROSS NEW ZEALAND.**

EBOSS Builder Blockbusters give sponsors the opportunity to connect with a large audience of key builders in a fun, high-energy environment.

EBOSS Builder Blockbusters will run across six national locations in 2019. This May we're bringing builders the Avengers: Endgame, set to be the most anticipated Marvel movie of 2019, followed by a second blockbuster later in the year.

Always popular, each Builder Blockbuster evening begins with an informal networking function, with drinks and canapés. Sponsors have the chance to engage with key builders and share hands-on displays using product/s, samples, merchandise, branding etc.

Following the networking period, we will screen a newly-released blockbuster movie selected to appeal to the builder audience. Each event commences at 5.30pm and closes around 8.45pm.

With a set number of tickets, sponsors can take advantage of this opportunity to reward loyal builders and reach out to potential builder clients — building relationships and creating opportunities, even after the event has finished.

[BOOK NOW](#)



6
locations



SPONSORSHIP

There are limited co-sponsorship opportunities available in each location for non-competing suppliers from one product category per event. Sponsorships in each location are allocated on a first-in, first-served basis.

SPONSORSHIP BENEFITS

- EBOSS to design event invitation for sponsors to send to their key builders
- EBOSS to manage RSVPs through an online registration form and send weekly updates to sponsors
- Sponsor logo on invitation (along with other co-sponsor logos)
- Sponsor name on EBOSS Builder Blockbuster website (along with other co-sponsor names)
- Pre-movie networking opportunity with guests, including drinks and canapés
- Opportunity to promote brand and product/s at the event through use of product displays, product samples, merchandise, interactive games/activities, branding etc.
- Sponsor logo on cinema holding slide (along with other co-sponsor logos)
- EBOSS to provide sponsors with numbered tickets to hand out on the night
- Opportunity to provide a giveaway inside the cinema through a 'lucky ticket' prize draw
- Verbal introduction of your company by our MC inside the cinema
- Verbal introduction of your local rep and a 'fun fact' about them inside the cinema
- A choice of popcorn or ice-cream for guests to enjoy during the film

INVESTMENT

\$1,695 + GST
= 30 tickets per event

“...a great way to engage with our builders, installers and stoppers in a fun and engaging way and away from the traditional trade event model. Our customers had a great time with lots of positive feedback for the GIB® brand. Many of our customers are already eagerly awaiting the next one!”

GORDON WHITE, WINSTONE
WALLBOARDS LTD



2019 DATES & LOCATIONS

MARCH / APRIL 2019

Auckland (Sylvia Park) - 30 April

Mt Maunganui - 1 May

Hamilton - 2 May

Christchurch - 7 May

SEPTEMBER / OCTOBER 2019

Whangarei

Auckland (Albany)

Mt Maunganui

Hamilton

Christchurch

Dates are subject to change as film title is chosen and NZ release dates are confirmed

LBD POINTS

The events qualify for **1 hour** LBP elective training activity.

TIMINGS

- 4.45pm Sponsors on site to set up products, samples, merchandise, branding, games etc.
- 5.30pm Guest arrival - drinks and canapés, networking and ticket collection
- 6.20pm Guests ushered into theatre and offered a choice of ice-cream OR popcorn
- 6.30pm EBOSS MC to introduce and thank sponsors, lucky ticket number prize draw
- 6.45pm Movie starts
- 8.45pm Guests depart (approx)

**Secure your spot now at a 2019
Builder Blockbuster movie night**

[CLICK HERE](#)



INVITATIONS

EBOSS will manage the design of the invitation. Sponsors will be provided with a PDF invitation to invite their key builders approximately four weeks prior to each event.

RSVP

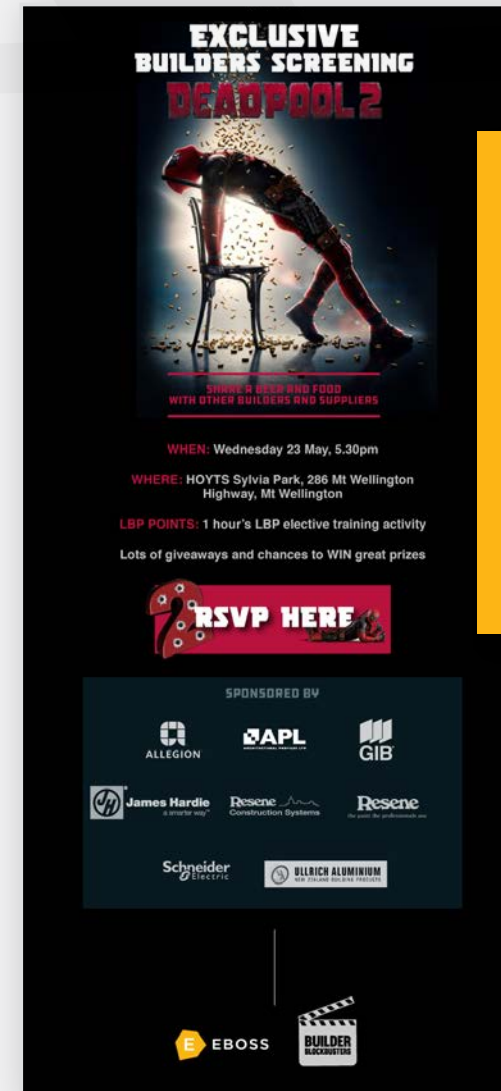
EBOSS will host an online registration form for guests to register their attendance (via a link in the PDF invite). EBOSS will manage and coordinate the RSVPs and provide sponsors with a weekly list of registered attendees leading up to the event.

If there are any remaining tickets for a sponsor in the online registration form 10 days prior to the event, EBOSS will extend the invitation to our database of builders in the event location. Any registrations for a sponsor that have been generated from this invitation will effectively fill that sponsor's remaining ticket allocation.

“Thanks... It was good to treat the boys to a night out, win some prizes and network with our suppliers... the fact we received LBP points was an added bonus. Looking forward to the next one!”

SHAUN MURPHY, VISTA HOMES

Example invite



11

events
nationwide



PRE-FILM NETWORKING

Builder Blockbusters provide sponsors with a captive audience of local builders and key influencers. We want to encourage and support you to make the most of this networking opportunity to increase awareness of your brand and products, and to help drive specification.

All sponsors are expected to provide a visually-enticing, hands-on display with the use of product/s, samples, merchandise, branding etc. To further drive attendance and engagement within your sponsor area on the night, we highly recommend interactive activities — think product-inspired games and building-themed competitions.



“Horizon Homes were there last night and have rung me today. They want me to price four new houses. Great lead.”

MATT ELLERY,
RESENE CONSTRUCTION SYSTEMS



TICKETS

As guests arrive on the evening, our staff will check their registration at the door and send them to you to collect their numbered ticket (we will give these to you on the night). This ensures your invited guests make contact with you during the networking period and provides them with an opportunity to win spot prizes once inside the cinema during the sponsor 'lucky ticket' prize draw.

TOTE BAG

As guests arrive on the evening they will be given a reusable tote bag to fill with samples, merchandise and other information on your products/brands. You should allow for approx 150 - 180 items of samples/information per event.

LUCKY TICKET PRIZE DRAW

Sponsors have the option to put forward a prize as part of the welcome/intro which takes place inside the cinema before the film. Our MC will read your company intro, introduce your rep and their fun fact, and then call out a 'lucky ticket number X' from your allocated ticket numbers so you can be sure your prize will go to one of your invited guests.

Suggested prize value: \$200 - 500
(eg. your own product if/where applicable, power or hand tools, Hunting & Fishing voucher, site BBQ, prezzy card etc.)

CONTACT

For more information please contact angela@eboss.co.nz



2,000

Builders in
attendance
nationwide



COMMITMENT TO SPONSOR A BUILDER BLOCKBUSTER IN 2019

There are limited co-sponsorship opportunities available in each location for non-competing suppliers from one product category per event. Sponsorships in each location are allocated on a first-in, first-served basis.

**To confirm your involvement at a 2019 Builder Blockbuster
movie night**

[CLICK HERE](#)

