



Be the Name Behind the Magic – Platinum Naming Sponsor \$25,000

Partner with WoolOn, one of New Zealand's most iconic creative fashion events and your brand will receive top-tier exposure across all channels from signing, until after the event. Our Sponsorship Team will create a package best suited to your business profile.

In the Limelight

- Exclusive naming rights across all WoolOn branding and promotions.
- Logo on all marketing material, event signage, tickets, programmes and merchandise.
- Media release announcing your sponsorship, shared across press, email, and social media.
- Logo and business profile on the WoolOn website with links to your business sites.
- Purchase tickets for clients, family and friends prior to public sale.
- Leverage sponsorship of WoolOn in your marketing campaigns.
- An exclusive pre-show backstage tour with photo opportunities.

Stage Presence

- Full-page company bio in the WoolOn event programme.
- Prominent advertising of your business at the event venue via signage.
- Logo on all printed media including posters, sponsor's board and programme.
- Complimentary corporate table at the Gala evening (10 seats, value \$1,500)
- Complimentary Central Otago wine (3 bottles) and a platter for ten.
- Acknowledgement by MC in welcome, intermission and show conclusion.
- Logo displayed on screen during opening, intermission and closing.
- Option to include a branded item, voucher or promo material for all winners, judges, VIPs.
- Option to speak as principal sponsor.
- Option to present People's Choice Award.

Encore

- Publicly thanked on WoolOn website, social media and advert in The News.
- Links from WoolOn website, socials, print articles and advertising.
- Naming rights promoted with all publicity of award winners.
- First right of renewal for the next WoolOn event.

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BOLD, BEAUTIFUL, UNFORGETTABLE.
WOOLON 2026



Supreme Spotlight – Gold Sponsor \$6,000 (1 available)

Name the coveted Supreme Award and take centre stage as Gold Sponsor. Honouring the best in show and shining with New Zealand's top wool fashion.

In the Limelight

- Media release announcing sponsorship across press, email, and social media.
- Business logo and profile on WoolOn website and social media.
- Leverage sponsorship of WoolOn in your marketing campaigns.
- Purchase tickets for clients, family and friends prior to public sale.

Stage Presence

- Half-page company bio in the WoolOn event programme.
- Advertising of your business brand at the event venue with signage/flags.
- Complimentary tickets for 6 to the Gala Evening in the VIP Sponsors section (value \$900)
- Complimentary glass of Central Otago wine (for 6 people)
- Include a branded item, voucher or promo material for Supreme Winner, judges, VIPs.
- Option to present the Supreme Award at the Gala evening.
- Business logo displayed on screen during the presentation of Supreme Award.
- Photo opportunity with your winning designer and their model.

Encore

- Publicly thanked on WoolOn website, social media and advert in The News.
- Business links from WoolOn website, socials, print articles and advertising.
- Supreme Winner sponsorship promoted on all relevant media releases and photoshoots.
- First right of renewal for the next WoolOn event.

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Celebrate Rising Stars - Silver Sponsorship \$2,500 (2 available)

1st and 2nd Runner Up Award naming rights - align your brand with the next generation of fashion talent. A prestigious position with powerful visibility.

In the Limelight

- Media release including business profile as sponsor of the Runner Up Awards.
- Business link from WoolOn website and social media posts.
- Leverage sponsorship of WoolOn in your marketing campaigns.
- Purchase tickets for clients, family or friends prior to public sale.

Stage Presence

- Two complimentary tickets to the Gala Evening in the VIP Sponsor's section (value \$300).
- Complimentary glass of Central Otago wine (for 2 people).
- Business logo and profile in the WoolOn event programme.
- Advertising of your business brand at the venue ie. signage or flags.
- Business logo displayed on screen at both shows during presentation of the Award chosen.
- Include a branded item, voucher or promo material for winners, judges, VIPs.
- Option to present the Runner Up Award.
- Photo opportunity with your winning designer and their model.

Encore

- Publicly thanked on WoolOn website, social media and advert in The News.
- Business links from WoolOn website, socials, print articles and advertising.
- First right of renewal for the next WoolOn event.

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Category Champion – Bronze Sponsorship \$2,000 (9 available)

Celebrate creativity and support rising talent. Align your brand with a category and be seen on the WoolOn stage.

In the Limelight

- Naming rights for a category of your choice.
- Business link from WoolOn website and social media posts.
- Leverage sponsorship of WoolOn in your marketing campaigns.
- Purchase tickets for clients, family or friends prior to public sale.

Stage Presence

- Business logo on the sponsor's board at the venue.
- Business logo in the WoolOn programme on sponsor page and category page.
- Business logo displayed on screen at both shows during category presentation.
- Include a branded item, voucher or promo material for category winner pack.
- Option to present your chosen category award.

Encore

- Publicly thanked on WoolOn website, social media and advert in The News.
- Business links to WoolOn website, social media, print articles and advertising.

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Quartz Spotlight – Special Awards Sponsorship \$1,000 (7 Available)

Celebrate the game-changers and honour bold talent that deserves distinction.

In the Limelight

- Naming rights to a Special Award of your choice.
- Business link from WoolOn website and social media posts.
- Leverage sponsorship of WoolOn in your marketing campaigns.
- Purchase tickets for clients, family or friends prior to public sale.

Stage Presence

- Business logo on the sponsor's board at the venue.
- Logo in the WoolOn event programme on sponsor page and Special Award page..
- Business logo displayed on screen during Special Award presentation. *(Student Awards are presented at the Matinee and showcased at the Gala.)*
- Include a branded item, voucher or promo material in special award winner pack.
- Option to present your chosen Special Award.

Encore

- Publicly thanked on WoolOn website, social media and advert in The News.
- Links to WoolOn website, social media, print articles and advertising.

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Rock Solid – Schist Sponsorship \$500 (Unlimited)

Grounded and proud. Fuelling WoolOn's creative energy from the ground up.

In the limelight

- Business logo on WoolOn website and thank you on social media.
- Purchase tickets for clients, family and friends prior to public sale.

Stage Presence

- Logo in the WoolOn event programme on sponsor page.
- Business logo on the sponsor's board at the venue.

Encore

- Publicly thanked on WoolOn website, social media and advert in The News.

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