

 **one.nz stadium**

**NAMING RIGHTS PARTNER, EAST STAND**

One New Zealand Stadium

**VENUES  
ŌTAUTAHI**



**Venues Ōtautahi (VŌ) is the largest venue, event and culinary services management company in New Zealand.**

VŌ attracts, plans, and delivers a broad range of over 400 ticketed, business, civic, lifestyle, wedding, culinary and community events, including all major entertainment and sporting events in the city of Christchurch and manage a diverse and iconic portfolio of community venues.

Venues in our view are places for locals and visitors to connect for celebration, education, trade, and entertainment. They exist for community connection and to deliver social, cultural, and economic benefits for our community and these philosophies underpin the VŌ ethos and culture.

The Company, established over 25 years ago, owns the Christchurch Town Hall, and Wolfbrook Arena, and manages the Air Force Museum of New Zealand, Apollo Projects Stadium and Hagley Oval. VŌ is also the operator of One New Zealand Stadium Stadium, Christchurch's new 37,000 capacity stadium due to open in April 2026, and delivers a number of large-scale events through the 'VŌ Events' arm of the business, such as SailGP for example.

The events delivered across the portfolio of VŌ venues deliver around \$50m of estimated economic benefit annually to the Canterbury region including around \$12m of direct contribution to local suppliers and producers through our celebrate and source local procurement strategy. From 2026, with the opening of One New Zealand Stadium, this will benefit will be in excess of \$60m.

Around 700,000 guests are hosted in the venues each year, hosted by our over 700 strong team of local staff.

VŌ's way of doing business, underpinned by the Māori value of Manaakitanga, is to be bold, agile, aspirational, and kind and as a team, we feel proud and privileged to manage this wonderful portfolio of venues and are driven to continue to contribute positively through everything we do to the prosperity and wellbeing of our region.



WOLFBROOK ARENA



CHRISTCHURCH TOWN HALL



APOLLO PROJECTS STADIUM



AIR FORCE MUSEUM OF NZ



HAGLEY OVAL



ONE NEW ZEALAND STADIUM



**INTRODUCING  
ONE NEW ZEALAND  
STADIUM**



**NAMING RIGHTS PARTNER, EAST STAND**



# ONE NEW ZEALAND STADIUM



one.nz stadium

VENUES  
ŌTAUTAHI



One New Zealand Stadium is located in central city Christchurch and is the last of the 16 Anchor Projects created to regenerate the city centre of Christchurch following the catastrophic sequence of major earthquakes in 2010 and 2011.

Each of the Anchor Projects symbolises a step in the recovery of the city and One New Zealand Stadium is the last and the most important of all, it is the last. It is a symbol of resilience, endurance and strength and the end of a journey through all of its challenges that has bonded the people of the region together.

The success of One New Zealand Stadium is important for the hearts and minds of the community and a place of pride, whanaungatanga, unity, belonging and cohesion for all.

One New Zealand Stadium will underpin additional investment and economic growth to the region, will promote the region as an attractive place to work, study, live and visit and will accelerate levels of investment in the Central City.

# ONE NEW ZEALAND STADIUM



One New Zealand Stadium is a covered Stadium allowing for all year-round events. It has a rectangular field of play with natural turf and has the capacity to seat 30,000 fans in sports mode and 40,000 in large concert mode.

One New Zealand Stadium will be a genuinely multi-use stadium and will attract a high volume of top-quality and diverse events. The incorporation of a roof in design delivers a competitive point of difference and future proofs the venue both from a diversity of revenue stream and future of events perspective.

One New Zealand Stadium will host over 200 events per year, activating the eastern part of the city, including events such as Super Rugby (Crusaders), domestic rugby (Canterbury), test rugby (All Blacks), exhibition rugby, football, rugby league, esports, boxing, motor sports, tennis, large and small scale exhibitions, large and small concerts, and many business and education style events.

One New Zealand Stadium will also host mega events such as the Rugby World Cup and FIFA and will be key infrastructure underpinning the potential future growth of a range of domestic and international sporting competitions through the ability to host additional home teams at the venue.

# ANNUAL EVENT CALENDAR



Event Name	Number of Events	Attendance per Event	Total Attendance
Super Rugby (Crusaders)	6	20,000	120,000
Domestic NPC Rugby (Canterbury)	5	4,000	20,000
Rugby Test (All Blacks)	1	30,000	30,000
Wellington Phoenix	1	15,000	15,000
One NZ Warriors	1	20,000	20,000
One New Zealand Stadium Concerts	3	28,000	96,000
One New Zealand Stadium Arena Concerts	4	10,000	40,000
Business Events	180	125	21,600
<b>Total</b>	<b>201</b>		<b>362,600</b>



# ANNUAL BROADCAST AUDIENCE

Event	Audience
Major Event	3,000,000
Crusaders	1,344,000
All Blacks	793,000
Canterbury	618,000
Rugby League	183,000
Football	88,000
<b>Total Broadcast Audience</b>	<b>6,026,000</b>

*Average over four years*





VŌ see the opportunity to join forces with a naming rights partner for the East Stand as a long-term partnership opportunity underpinned by broader activation and collectively contributing positively to the economic, social and cultural fabric of not only the Canterbury region, but NZ as a whole.

VŌ are looking for a long-term partner aligned with the strategic principles of One New Zealand Stadium and VŌ but also a partner motivated by and excited to come on a journey that will change the face of the events and venues industry in New Zealand.

Places with heart stay with you. What you feel is what you remember, and this is what is etched into your memories. The first name of the East stand is the name that endures. It is the name associated with those memories people will have with them forever.

The feeling of hearing the first chord at a concert, the feeling of a unified crowd cheering for your favourite team, the nervous anticipation of performing and hoping your voice stays on tune or you keep hold of the ball, or the power and emotion in a crowd silenced. This is what places with heart create.

One New Zealand Stadium is more than a Stadium; it is a place, and it will have heart. A place where Ōtautahi comes together, a place where we will celebrate local, a place where current and future generations will create memories and One New Zealand Stadium Stadium will be a place for us all to be proud and

One New Zealand Stadium is both a tribute to our heritage and a symbol of our future as New Zealand's number one cultural, business and sporting destination. and we can't wait to have a naming rights partner embark on this journey with us as we head into the incredible future we have in front of us.





**Location:** The East Stand is located at the Barbadoes Street side of One New Zealand Stadium

**Seating capacity:** 10,795 (Upper 7,825, lower 2,970)

**Broadcast Position:** This stand is located opposed the TV camera positions [providing premium exposure on the broadcast for your brand]

**Annual Broadcast Audience:** 6.1M





One New Zealand Stadium is a large-scale, multi-functional venue with dedicated spaces for everything from small meetings to large events. Whether it's for business, community, culture, sports or entertainment; local, national or international.

## One New Zealand Stadium is the home of unforgettable experiences

### Guest Experience

- Quality acoustics
- Industry leading seat comfort
- Permanently covered stadium
- Ground floor and level 1 concourse

### Public Realm

- Fan zone
- Community events
- Native urban forest
- Scooter and bike parking

### Food and Beverage

- 23 food and beverage outlets
- Local food and beverage offering
- 3 feature bars
- Level 3 Club offering

### Accessibility and Inclusivity

- 3 parenting and a changing places room
- 140 accessible seats
- All food and beverage units at accessible height
- 39 accessible car parks
- 5 accessible routes

### Sustainability

- All electric venue with no gas on site
- 20,000sqm<sup>2</sup> of vegetation
- EV charging stations
- Solar panels

### Key Stats

- 200 events annually
- 500,00 guests annually
- 6M annual TV audience
- 50M annual regional economic benefit



The East stand naming rights valuation is based on one fixed component (intellectual property) and two optional components (Benefits and exposure):

## Benefits

Valuation of contracted tangible benefits.

Potential rights include:

Ticketing, premium hospitality, social media, digital media, email marketing, match day advertising, out of home signage, experiences, activations.

## Exposure

Valuation of brand exposure on broadcast and internet channels.

Potential rights include:

LED signage, static signage, big screen branding, virtual signage, media logo placement.

## Intellectual Property

Valuation of the right to associate with a rights holder's brand.

Rights include:

Naming rights, use of brand assets, first rights to inventory, brand alignment





**GUIDE CATEGORY INCLUSIONS**

Intellectual Property \$113,000

- Brand alignment
- Exclusive naming rights

Vomitory Fixed Signage (10) \$50,000  
LED Advertising \$50,000

Base Investment \$213,000

Additional Benefits POA

- Precinct Activation
- Tickets
- Digital Media, Social Media
- Premium Hospitality
- Matchday Advertising, PA announcement
- Matchday Advertising, Big Screens TVC
- Out of Home Advertising, Various

Additional Exposure POA

- Stadium Branding, Various

*Please note:*  
 Price exclude GST  
 Agreement duration, 5 years (minimum)  
 An annual CPI increase will apply after the first year  
 The benefits and exposure pricing is dependent on the desired inclusions.  
 Excludes signage costs (estimate \$20,000)



