



A SPONSORSHIP PROPOSAL

THE CAPITAL'S MUST- ATTEND CAR EVENT



CAPITAL CRUISE: A SUMMARY



A Unique Event

Capital Cruise is a unique four-day event, with a format that will make it the only one of its kind in the Wellington region.



Timed for Maximum Impact

Our event dates were strategically chosen to maximise your impact as a sponsor. As the first major car event of the 2026-27 season, Capital Cruise offers unparalleled exposure.



Central Location

Conveniently located in Upper Hutt, just 30 minutes from Wellington CBD, Capital Cruise is an easily accessible event for car owners from both islands.



Multiple Sponsorship Options

Choose from a variety of sponsorship options to align with your business objectives.

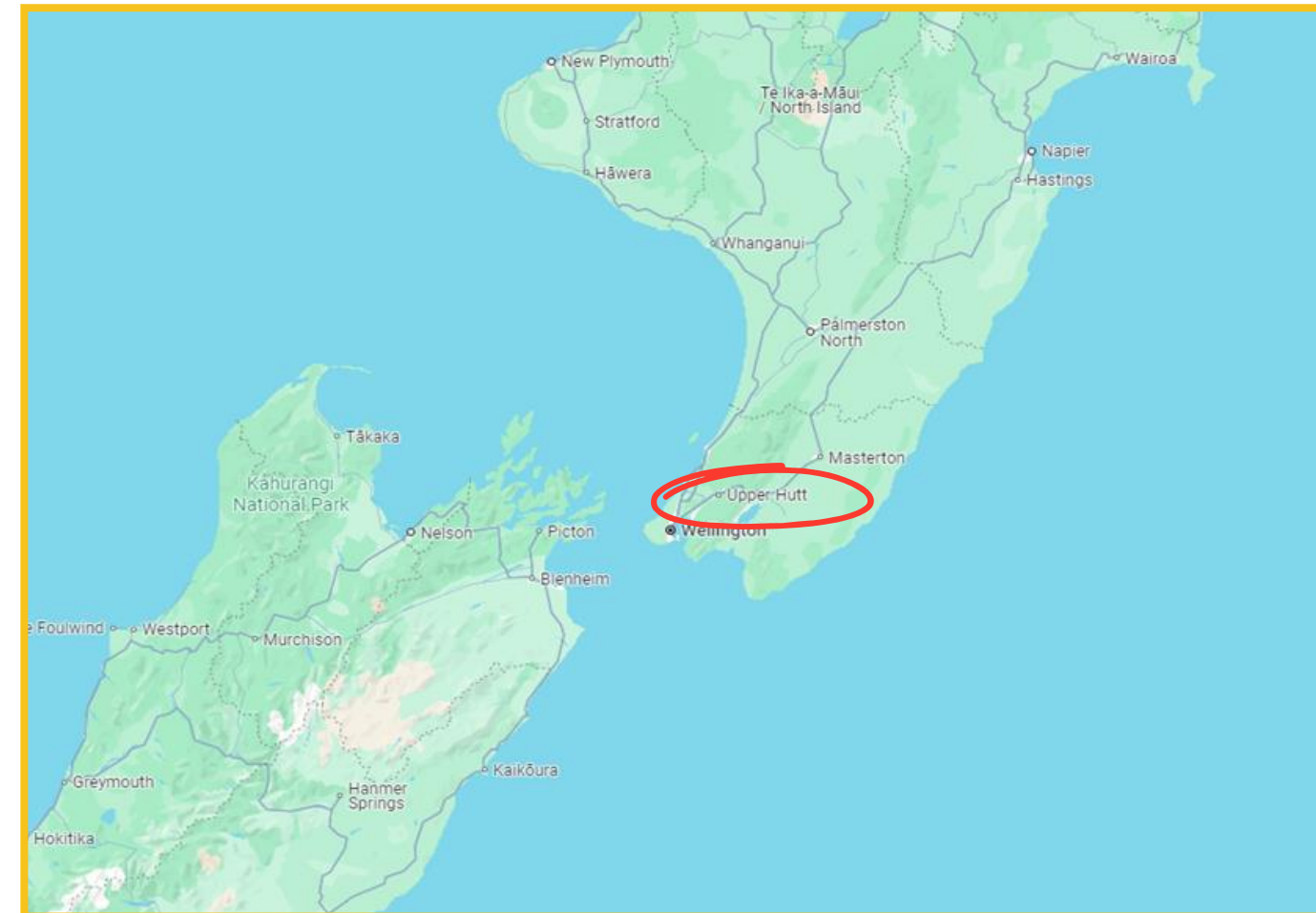
AN EVENT LIKE NO OTHER

- Set in the magnificent Wellington region and held over four days, Capital Cruise is the newest car event on the calendar.
- Meeting the pent-up demand of both vehicle owners and spectators alike, it will offer a unique format that will excite and scintillate.
- Open to Hot Rods, Muscle Cars, Modern Classics and Vehicles of Special Interest, the array of cars in attendance will be varied, attracting an equally diverse public and countless opportunities to front an engaged audience.



EASILY ACCESSIBLE FOR EVERYONE

- Just 30 minutes from Wellington CBD, **Capital Cruise will be conveniently located in beautiful Upper Hutt.**
- Known for its buzzing car culture, which now includes Capital Cruise, this central location is well placed for entrants from across New Zealand, offering sponsors the chance to connect with potential customers nationwide.



PERFECTLY TIMED FOR MAXIMUM EXPOSURE



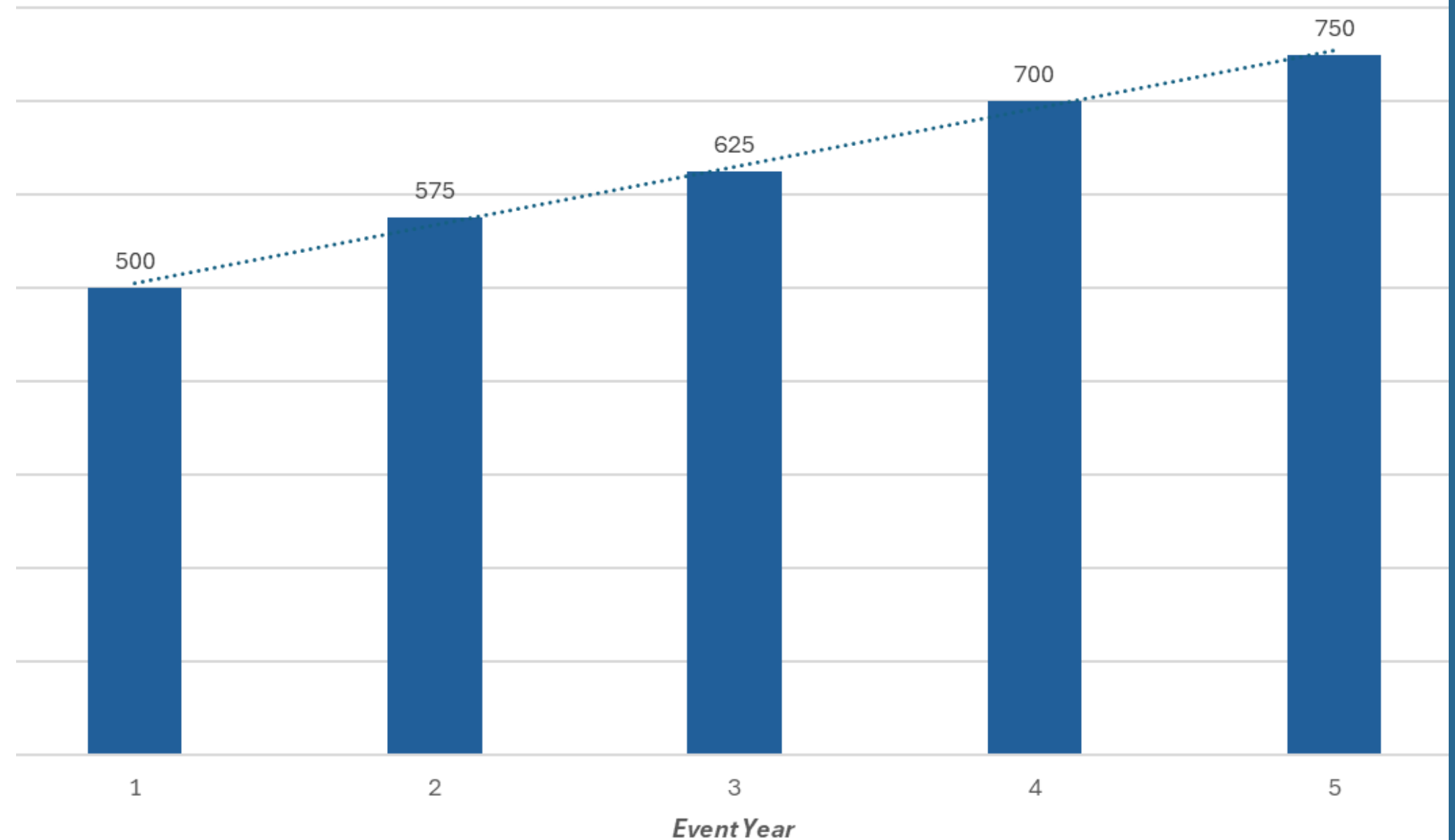
- **Capital Cruise: join us from 26-29 November 2026!**
- This early timing in the 2026-27 car event season gives Capital Cruise a competitive advantage, particularly with the inaugural event: it will be **highly anticipated**. Further, the lead time prior enables us to build significant momentum.
- This unique positioning will allow us to showcase Capital Cruise as a premium experience, attracting a larger audience and **providing sponsors with maximum exposure**.
- Additionally, being held over **multiple days provides more opportunities** to engage, acquire, and retain customers.

THOUSANDS OF AVAILABLE EYEBALLS

Based on the success of the 2025 inaugural event, we forecast the following figures for our 2026 event:

- 250 registered vehicles
- 500 vehicle owners and passengers
- 2,000+ spectators at the Show 'n' Shine Day
- Thousands of onlookers over the course of four days

Capital Cruise Vehicle Registration Projections



TIMING

December 2025
Website update

Facebook and Instagram
event post

Event email to entrants
and subscribers

Website advertising

Event registration
opens

Facebook and Instagram event post

Event email to entrants
and subscribers

Facebook and Instagram event post

Facebook sponsor profile post

Event email to entrants and
subscribers

Website advertising

Facebook and Instagram event post

26-29 November 2026
Capital Cruise



MULTIPLE SPONSORSHIP OPTIONS

Enhance your brand’s visibility and connect with customers through Capital Cruise’s sponsorship packages.

	NAMING RIGHTS	GOLD	SILVER	BRONZE	COPPER
Maximum number of sponsors	1	10	Unlimited	Unlimited	Unlimited
Naming rights to the event: [Your name] Capital Cruise	✔	✘	✘	✘	✘
Integration of your logo into the main event logo (used to promote the event)	✔	✘	✘	✘	✘
Your logo on each car’s front windscreen	✔	✘	✘	✘	✘
Your logo on the event posters	✔	✘	✘	✘	✘
Your logo on event t-shirts	✔	✘	✘	✘	✘
Opportunity to advertise, via flags or banners, at the four-day event	✔	✘	✘	✘	✘
Right to renew as Naming Rights Sponsor for the 2026 Capital Cruise	✔	✘	✘	✘	✘
Option to produce the event programmes <i>(details to be agreed)</i>	✔	✘	✘	✘	✘



SPONSORSHIP OPTIONS (CONT'D)

	NAMING RIGHTS	GOLD	SILVER	BRONZE	COPPER
Sponsor profile post on event Instagram page	✓	✗	✗	✗	✗
Sponsor of the annual Capital Cruise Trophy: [Your Name] Capital Cruise 2026 Trophy	✓	✗	✗	✗	✗
Option to sponsor a trophy (first in, first served to choose)	✗	One of: • Judges Choice • Best American • Best European • Best Australian • Best Original • Best Event Attitude • Peoples Choice • Entrant Choice	✗	✗	✗
Stall site at the Show 'n' Shine	6x3m site + display vehicle	3x3m site + display vehicle	3x3m site	✗	✗
Your logo on event signage	✓	✗	✗	✗	✗
Your logo on promotional material, eg. event programme	✓	✓	✓	✓	✓
Free vehicle & passenger entry to event	2	1	1	✗	✗
Free spectator entry to Show 'n' Shine	10	6	4	2	2



SPONSORSHIP OPTIONS (CONT'D)

	NAMING RIGHTS	GOLD	SILVER	BRONZE	COPPER
Sponsor profile in event email	✓	✓	Logo only	Logo only	Logo only
Your logo in event emails	Yes! In the main event logo	Large	Medium	Small	Petite
Sponsor profile post on event Facebook page	✓	✓	✓	✓	✗
Website advertising in the lead up to the event	✓	✓	✓	✓	✗
Certificate of Appreciation	✓	✓	✓	✓	✓
INVESTMENT <i>(plus GST)</i>	\$12,000	\$7,000	\$3,000	\$1,000	\$500

SECURE YOUR SPONSORSHIP EARLY TO GAIN EXCLUSIVE BENEFITS.
DON'T MISS THIS OPPORTUNITY TO CLAIM YOUR SPOT AND MAXIMISE YOUR INVESTMENT.



**IN 5 YEARS, CAPITAL CRUISE WILL BE CONSIDERED THE
WELLINGTON REGION'S PREMIERE CAR EVENT,
WITH 750 CARS REGULARLY ATTENDING, AND
INJECTING MORE THAN \$1,000,000 INTO THE LOCAL
ECONOMY**



KEEN TO COME ALONG FOR THE RIDE?



Website

www.capitalcruise.co.nz



Phone

027 44 66671



Email

capitalcruise@xtra.co.nz



Facebook

[capitalcruise](https://www.facebook.com/capitalcruise)



Instagram

[capitalcruise](https://www.instagram.com/capitalcruise)



SPONSORSHIP AGREEMENT FORM

Company Name: _____

Company Address: _____

Signature: _____

Contact Name: _____

Email: _____

Phone: _____

Date: _____

TICK	SPONSOR LEVEL	AMOUNT (EXC GST)
☐	NAMING RIGHTS	\$12,000
☐	GOLD Please rank in order of preference the trophy you would like to sponsor: ☐ Judge's Choice ☐ Best American ☐ Best European ☐ Best Australian ☐ Best Original ☐ Peoples Choice ☐ Entrants Choice ☐ Best Event Attitude	\$7,000
☐	SILVER	\$3,000
☐	BRONZE	\$1,000
☐	COPPER	\$500

Complete and return this form to capitalcruise@xtra.co.nz. Payment will be requested at the time of written confirmation of your sponsorship. In the event there are more sponsorship requests for the Naming Rights or Gold sponsorship levels than are available, requests will be assessed based on event fit and date request is received.

Gold Sponsors: We will endeavour to provide you with your preferred trophy selection. In the event one trophy is selected by multiple sponsors, we will operate on a first-in, first-served basis.