



**Dollars & Sense of Walking**  
Creating Liveable Communities  
Conference 2 - 3 August 2010



# SPONSORSHIP OPPORTUNITIES

**The New Zealand Walking Conference**

**James Cook Hotel Grand Chancellor  
Wellington, New Zealand**

**2 – 3 AUGUST 2010**



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## OVERVIEW

### The New Zealand Walking Conference

In August 2010 Living Streets Aotearoa is running the 4th New Zealand Conference in Wellington on walking and liveable communities. From the first one-day conference held in Wellington in 2004, these conferences have grown in size and scope. The 2006 conference in Christchurch attracted 120 participants, while 170 people attended the 2008 conference in Auckland.

Walking is part of the solution to many of the issues facing New Zealand today. These include traffic congestion and crashes, air pollution, climate change, obesity, diabetes and other health issues, social stress and economic changes.

Good urban design, along with land-use and transport planning which encourage active transport and efficient public transport, together create communities which are walking-friendly and liveable. These attract people, businesses and tourists, resulting in higher property values, revitalised local businesses, lower health costs and safer, more pleasant neighbourhoods. The iconic cities in the world are walkable communities.

Integrated planning for all transport modes is key to achieving good urban design. Walking is used to link and integrate all transport modes and is the glue which holds our transport systems together. The more walkable our communities are, the more effective our transport system will be. Investment in walkable communities will be important for the upcoming Rugby World Cup and for ensuring a stronger tourist economy.

The economic value of walking is not always quantified or taken into account. In today's climate of value for money and more efficient growth and productivity, the case for active transport and liveable communities needs to be clearly made.

The focus of this year's conference is on economic value, with the theme:  
***"Dollars and Sense of Walking; creating liveable communities"***.

It is expected that the conference will attract speakers and delegates from New Zealand and overseas from a variety of sectors including:

- central government politicians and policy makers
- local and regional council staff and elected members
- transport engineers, planners and road safety professionals
- health agencies and organisations
- urban design and land-use planners
- business and economic development agencies
- tourism, recreation and sports bodies
- researchers and academics
- everyday walking advocates and other road-user group representatives
- suppliers of walking-related services and goods

## Programme

The conference will provide the opportunity to share research, experiences, successes, challenges, plans and actions, and to meet others working towards the same goals. The programme will include workshops, walkshops, plenary sessions, and forums as well as time for fun.



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## Key Note Speaker



Martin is Principal Transport Planner for Colin Buchanan consultancy. His work covers a broad range of policy, research and design experience. He has worked with professionals from a variety of disciplines to develop more holistic transport appraisal methods encompassing the wider economic, health, and environmental impacts of sustainable transport measures.

He was on the research team that developed “*Are the streets paved with gold? Research into the value of street design*” <http://www.cabe.org.uk/files/paved-with-gold-summary.pdf>. He was also on the team that developed the WAVES tool for valuing walking improvements. Further work on different approaches to valuing walking is ongoing with more results expected by the time of the conference.

Martin is on the Walk21 expert panel on best practice for the international benchmarking of walking and also contributes to the European Pedestrian Quality Needs project. He has spoken at several recent conferences to both technical and non-specialist audiences on the topic of valuing walking, methods to measure pedestrian activity, and improving the quality of the walking environment.

As a consultant with a considerable evidence base of scheme monitoring and behavioural research, he can also provide hands-on robust examples of designing for pedestrians.

### Key specialties:

- Measuring pedestrian activity
- Valuing walking / valuing street design
- Measuring ‘walkability’: auditing the pedestrian environment
- Streets for all: Designing for walking
- Sharing space: pedestrian and vehicle interaction
- Monitoring and performance indicators

## Venue

At the heart of Wellington’s commercial and retail districts the James Cook Hotel Grand Chancellor is the capital’s leading Qualmark rated 4.5 star hotel. The Exhibition Area will be located on the same floor as all the conference rooms, ensuring excellent exposure for exhibitors. All morning and afternoon tea breaks and lunches will be served from the Exhibition Area.

James Cook Hotel Grand Chancellor is committed to environmental and social sustainability. They are currently working towards gaining recognition with both Green Globe and Qualmark this year.

## Sponsors and Exhibitors

Sponsors and/or Exhibitors for the New Zealand Walking Conference are invited to review the following 4 packages and register your interest accordingly to [glenda@hardingconsultants.co.nz](mailto:glenda@hardingconsultants.co.nz).

Each package is designed to provide you with the opportunity for maximum exposure and interaction with delegates from throughout New Zealand. With growing interest from government, business and community organisations, the New Zealand Walking Conference is growing fast; you need to be sure to register early.



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## PLATINUM SPONSOR

**\$10,000.00 + GST**

- Logo on Letterhead
- Primary name awareness on all promotional literature, ie conference brochures; registration booklet; programme
- Maximum opportunity for audio visual exposure of company logo
- Opportunity to present company at a stand set up for the duration of the conference
- Exhibition signage on the main stage
- Sponsor acknowledgement in the opening address
- Naming rights to Conference Carrying Satchel
- Priority Choice in Naming rights to Presentation/s or Speaker
- Two complimentary tickets to the entire Conference, including social functions
- Promotional literature can be inserted in the conference carrying satchels to a maximum size A4





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## GOLD SPONSOR

**\$5,000.00 + GST**

- Secondary name awareness on all promotional literature, ie conference brochures; registration booklet; programme
- Opportunity for audio visual exposure of company logo
- Opportunity to present company at a stand set up for the duration of the conference
- Naming and/or signage; or promotional rights to conference dinner
- Opportunity for creative and innovative involvement with the selected function
- Naming rights to Name Tags
- Naming rights to presentation by a Speaker
- Two complimentary tickets to the entire Conference, including social functions
- Promotional literature can be inserted in the conference carrying satchels to a maximum size A4



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## SILVER SPONSOR

**\$2,000.00 + GST**

- Name awareness on all promotional literature, excluding letterhead, ie conference brochures; registration booklet; programme
- Naming and/or signage; or promotional rights to lunch or lunches, dependant on number of silver sponsors.
- Opportunity for creative and innovative involvement with sponsored lunch
- Opportunity for audio visual exposure of company logo
- Opportunity to present company at a stand set up for the duration of the conference
- Naming rights to presentation by a Speaker, after Platinum & Gold Sponsors have made their selection
- 1 complimentary ticket to the entire Conference, including social functions
- Promotional literature can be inserted in the conference carrying satchels to a maximum size A4



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## BRONZE SPONSOR

**\$1,000.00 + GST**

- Opportunity to present organisation on a **poster board** set up for the duration of the Conference. Please note that you need to provide the display equipment.
- Space available for logo in conference handbook
- Promotional literature can be inserted in the conference carrying satchels to a maximum size A4
- Tickets can be purchased to attend the social functions of the conference