

MEDIA SALES CHANGES – FAQs

What are the changes?

NZRB are moving away from selling spot advertising (ads on Trackside 1, 2 and radio) and to selling sponsorships only.

Why are you stopping the sale of spot advertising?

The fulfilment of volume spot advertising is operationally heavy and requires a dedicated team. The current operations and processes need attention and significant investment. Over the next 12-18 months we will be reviewing how the Racing Industry best distributes content and vision in the future. This could have an impact on the way we sell advertising. Therefore the time was not right for significant investment in the fulfilment of spot advertising. This solution is a temporary measure to ensure we can continue to offer the best value to our clients while we build for the future.

How do the sponsorships work?

The sponsorships will be sold as packages and are tiered from Bronze to Platinum. Clients will be able to purchase the sponsorship of a certain race, day, season, NZRB produced show or piece of content amongst other things. The sponsorships won't change drastically from what has been and is on offer currently however we will be looking at ensuring we are delivering and extracting sufficient value from them.

How much are the sponsorships?

They vary in price depending on what the sponsorship is and it's air time. The prices are set by tier and range anywhere from \$15,000 (Bronze) to \$100,000 plus (Platinum).

What will I get from a sponsorship?

The solution will vary from client to client and depending on the requirements. However, as a base minimum a sponsorship would entail the client's logo and tagline. Some sponsorships will include advertising within the programme/property and integration into the live racing itself.

What if I don't want/can't afford a sponsorship?

We are offering solutions for clients who either don't want or can't afford to buy a full sponsorship. Two examples, 1) we will look to syndicate sponsorships for clients who are happy to work together and 2) we will look to create 'advertorials' for clients who don't want a sponsorship but want a bespoke message. These would be produced by NZRB and would be available to certain clients only to ensure these opportunities are not monopolised by larger budgets.

What if I have an ad I want to run?

Spot advertising will still be available up until end November 2017. If you currently have a contract that includes spot advertising your ad will still run as per your schedule. You are still able to buy spot advertising between now and November for that period.

Post this, we will be working with each of our clients to understand their requirements and to find suitable solutions. Some sponsorships will include spot advertising within their contracts (within the sponsored property only). Alternatively, we will look to create pieces of content whereby a client's product or Stallion (for example) can feature as a segment within that piece of content. These content pieces would run throughout the week on Trackside. These segments would be available to purchase.

I already have a contract with Trackside, what happens to that?

The majority of current contracts will not be affected. If there are any changes required to your contract we will be in touch to find an agreeable solution. We will continue to work with all of our clients to renew their contracts as they come up, ensuring we find the best possible solutions based on their requirements and within this new way of working.

What will happen to my current sponsorship?

If your contract is still within its contracted period, your sponsorship elements and cost will not change. Existing sponsorship holders will have first rights to their properties however there may be some changes to the cost and or details of that sponsorship. These will be discussed with each client individually.

How do these changes benefit me, the client?

The sponsorship only approach gives us greater control over fulfilment of the contracts therefore more certainty around what each client is getting. We will also be working more closely with each of our clients to ensure that their activity with NZRB is fulfilling their communications objectives and that the value they are extracting is fair. These changes should result in smarter, more bespoke solutions for our clients.

How will you make up the value for the loss of spots?

We will work hard to ensure each contract has a fair level of value based on the understanding of our audience and fair market value. We will also look to create added value where we can for clients by way of content creation and additional advertising opportunities. Eventually, there will be additional opportunities for advertising opened up across some of our other platforms e.g. Best Bets.

Who are the key NZRB contacts for Media Sales?

Jess Innes is our Sales Manager and she can be reached on 027 245 6511

For day to day queries and fulfilment of contracts, Maria Chinn, Administration Supervisor, is the contact.

She can be reached on 027 807 1684 or maria.chinn@nzrb.co.nz.

If you have any queries regarding the changes, please contact Louise Chapman, Head of Change and Development, on 021 533 679 or louise.chapman@nzrb.co.nz