HAVELOCK MUSSEL & SEAFOOD FESTIVAL



















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Marlborough

HAVELOCK MUSSEL & SEAFOOD FESTIVAL

Marlborough's biggest Seafood Celebration

The Havelock Mussel & Seafood Festival is a cornerstone of Marlborough's summer events calendar!

Returning for its 23rd year on Saturday, 13 March 2027, the festival transforms Havelock — the gateway to the stunning Marlborough Sounds — into a vibrant celebration of seafood, music, and community.

At the heart of the festival is the iconic New Zealand Greenshell™ Mussel, alongside New Zealand King Salmon and Pacific Oysters, all cultivated in the pristine waters of the Sounds. Visitors can experience these delicacies at their freshest, paired with live cooking demonstrations, celebrity chefs, and an outstanding line-up of Kiwi entertainment.

The festival is proudly family-friendly, offering something for everyone — from mouth-watering cuisine and cultural performances to kids' activities and industry showcases.

As a not-for-profit community event, the Havelock Mussel & Seafood Festival has returned over $315,000 to the local community since 2004, supporting clubs, schools, and volunteer groups across the region.







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Upcoming Festival

Get ready for an immersive experience at the 23rd Havelock Mussel & Seafood Festival on Saturday, 13 March 2027!

The soundtrack of the day will be pure Kiwi! Building on the **huge success of 2025** with The Black Seeds, and the **vibes from 2026** with Shapeshifter, local Tom Knowles and band and the rousing harmonies of the Wellington Sea Shanty Society, the 2027 event promises music that will keep the crowd buzzing all day!

Indulge in the culinary magic of the NZ Live Fish Market Culinary Tent, with celebrity chef demo's meet emerging talent, with the NMIT Cooking Competition. This year's celebrity chef will elevate the festival's culinary showcase alongside our much-loved local chefs. With 40+ food stalls, there's something to tempt every palate.

For guests seeking an **exclusive touch**, the JAS VIP Area returns as an R18 retreat, offering a sophisticated space to relax while enjoying prime views of the main stage.

Families are well-catered for too — with the Marlborough Lines Kids Zone, the MFA Industry Tent, and the always-popular Mussel Opening Championships, there's endless fun for young and old alike.





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Why Sponsor?

The Havelock Mussel & Seafood Festival is not possible without our sponsors and we have had and continue to have some incredible support over the years. **Check out our sponsors here.** Whilst the festival has been running for 23 years, our goal is to work towards being one of the top seafood events in the country and offering a seafood experience like no other.

As a sponsor you align your brand with an event that celebrates and supports the local seafood industry. It also provides an opportunity to offer support to the local community as this festival is a family-friendly day out with all proceeds going back to the local community.

Demographic Appeal: The festival attracts a diverse and engaged audience, primarily aged 30 and above, with 65% from out of region. The festival attracts consistently between 4000-4500 attendees annually.

Employee Engagement: Sponsoring community events can boost employee morale and engagement. It creates a sense of pride among employees, knowing that their company is actively contributing to and supporting local initiatives.

Community Engagement: Sponsoring the festival allows businesses to actively contribute to the growth and prosperity of the local community. Supporting a well-loved local event fosters a sense of community pride, and demonstrates a commitment to the community and generates goodwill. This community support can lead to positive word-of-mouth, customer loyalty, and an enhanced reputation for the sponsor.

Product or Service Showcase: Sponsors can use the festival as a platform to showcase their products or services. This can include product demonstrations, tastings, or exclusive previews, allowing sponsors to directly engage with their target audience.

Networking Opportunities: The festival brings together a diverse audience, including industry professionals, local business owners, and potential clients. Sponsors can leverage these events for networking, creating valuable connections and partnerships.

Interactive Brand Exposure: The festival provides sponsors numerous opportunities for interactive brand exposure, allowing sponsors to create memorable experiences for festival-goers, leaving a lasting impression and building a stronger connection with their audience.

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Community Impact

Since 2004, the event has contributed back **over $315,000** towards to local community providing grants servicing the Rai Valley, Canvastown, Havelock, Okaramio, Linkwater, Kenepuru and Pelorus Sound area. We have supported local charitable organisation's in the past such as:

- Emergency rescue services.
- Public amenities, recreation facilities and activities.
- Public works and services.
- Services for the protection of the environment.
- Services for the prevention of cruelty to animals, or Health and Education.



Community Grants contributed $10,500 to local 13 local groups through Community Grants from 2023 festival.

- Canvastown School
- Havelock Bowling Club
- Havelock Museum
- Havelock Vision
- Link Pathway Trust
- Linkwater School
- Ngakuta Bay C.A.
- Mt Takorika Track
- NZ Rembrance Army
- REAP-Rai Learner Driver Training
- Waitaria Bay School
- Tennyson Inlet Boat Club
- Havelock Preschool

In addition to the Community grants from festival profits, we also:

- Offer community sites for local fundraisers eg. schools.
- Work with volunteer groups and make a donation towards their fundraising.
- Other local businesses also use the festival as an opportunity to fundraise for charitys. eg. Sanford makes a donation towards the Graeme Dingle Foundation from the days profits.

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FIRE AND EMERGENCY NZ
FIRE RESCUE















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Sponsorship Level	Bronze	Silver	Gold	Platinum	Cornerstone
Packages may inlcude a combination of cash and/or in kind support. To ensure consistently across all partners, in-kind sonsorship is recognised at 50% of its stated value for sponsorship tier allocation.	$1,500	$3,000	$5,000	$10,000	$25,000 plus
Total Available	**15**	**10**	**10**	**10**	**3**
Logo to be present on major advertising including but not limited to billboards (where applicable), airport advertising, magazine advertising, key imagery and tickets.					
Logo to be present in the website footer and E-newsletters.					
Exclusive naming rights sponsor of the "EVENT AREA" including acknowledgement of your exclusive naming right sponsorship on the website, radio mentions, social media and on the day.					
Logo on Event posters and programme.					
Recognition of “Company name” as a sponsor of the HMSF including the “Company name” logo in advertising campaigns, festival collateral, and online promotions where applicable.					
Logo to be present on website home page					
Logo on Website under relevant sponsorship level including hyperlink to your Company website.					
Emcee mention and logo on pull up banner on the day.					
Mention on Social Media platforms in the lead up to the day.					
ONE Complimentary site at the Festival (optional).					
General Admission tickets to the Event	**2**	**10**	**10**	**10**	**10**
Corporate Tickets to the Event			**6**	**10**	**10**

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Cash Sponsorship Agreement

The Havelock Mussel & Seafood Festival is not possible without our sponsors and we have had and continue to have some incredible support towards the festival. For any questions or queries, please contact Kara on **events@havelockmusselfestival.co.nz** or **0278156487**.

Name:_____ **Phone:**_____

Company:_____ **Email:**_____

Billing Address:_____

Sponsorship Tier:_____ **Cash Amount: $**_____ **In-kind Amount: $**_____

Multi-year Sponsorship: ☐ **1 year** ☐ **2 years** ☐ **3 years**

☐ **I have read and agree to the Event Sponsorship Terms and Conditions.**

Signed: _____ **Dated:**____/____/20____

*Sponsorship can consist of both Cash and In-kind Sponsorship. In-Kind Sponsorship is recognised at 50% of its stated value for sponsorship tier allocation.
**All Logos are to be provided in Hi-res jpeg. or PNG. format.
*** All Event Sponsors must read and agree to the Event Sponsorship Terms and Conditions

Note: All prices are GST Exclusive

HAVELOCK MUSSEL & SEAFOOD FESTIVAL

In-Kind Product Schedule

This schedule confirms the product your business is supplying as in-kind sponsorship, so we're both clear on what's coming, where it's going and when. Please complete, sign and return this page.

Name: _____ **Company:** _____ **Phone:** _____
Email: _____ **Billing Address:** _____

1. Product: _____ **Qty / pack size:** _____ **Value: $**_____
2. Product: _____ **Qty / pack size:** _____ **Value: $**_____
3. Product: _____ **Qty / pack size:** _____ **Value: $**_____
4. Product: _____ **Qty / pack size:** _____ **Value: $**_____

Total in-kind value (as stated): $_____ **Recognised at 50%: $**_____ **Sponsorship Tier:** _____

Product to be used in (tick): □ **Culinary Tent demos** □ **NMIT Cooking Competition** □ **Friday Schools Competition** □ **Corporate Tent** □ **JAS R18 VIP Area** □ **Other:** _____

Delivery date & time: _____ **Deliver to:** _____ □ **Chilled** □ **Frozen** □ **Ambient**

Signed: _____ **Dated:** _____/_____/20_____

In-kind sponsorship is recognised at 50% of its stated value for sponsorship tier allocation. Please state product values at wholesale/trade price.

**By signing, you agree to the Event Sponsorship Terms and Conditions

Note: All prices are GST Exclusive