

AVIATION IS IN OUR DNA



America's Cup, San Francisco 22 to 24 July 2013

The Opportunity

An aviation programme is being developed for the America's Cup in July. It is part of the Business Programme, to run July to September, which the government is implementing to leverage off New Zealand's challenge for America's Cup supremacy.

Sectoral programmes are being developed by the aviation, composites, education, film, food, health technologies, information technologies and marine sectors. There is some cross over and we'll be including 'the best of the best' from other programmes.

A unique 'aviation programme' for New Zealand companies and their international guests is being organised.

Who to Invite?

- Important customers that you would like to recognise and reward in a different way, existing customers you would like to grow business with, and prospects you would like to convert into customers.
- You are encouraged to invite North American and global aviation companies to relevant parts of the aviation programme.

Bottom line: individuals that will help you do better business!

Why might you do this?

- To strengthen existing business relationships and accelerate the development of new relationships.
- To show other creative aspects of New Zealand and its aviation sector, and give greater context to your offer.
- To spend quality time with business prospects in a unique environment.
- To capitalise on a 'New Zealand Inc' approach, to share the costs and deliver something beyond the resources of individual companies.

Bottom line: to help grow your business!

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The Proposed Activities

A smorgasbord is available and you can pick and choose. The intention is for **22 July** to be **fixed wing**, **23 July rotary**, and **24 July airport technologies**. There will be overlap and companies can participate on more than one day.

- Business breakfast (fixed wing, rotary, airport technologies) themes
- Aviation briefing reflecting the day's theme
- Tour of the Emirates Team NZ Base and on-water spectator experience (more comprehensive base tour if not a race day)
- Celebratory New Zealand Dinner with high profile guest on 22 or 23 July
- Informal dinners on either 22 or 23 July (when not the celebratory dinner) and 24 July
- Helicopter tours of the area and a Catamaran programme on race days

Aviation Briefings

These will be tailored to the day: **22 July fixed wing**, **23 July rotary**, and **24 July airport technologies**, and last approx 1.5 hours.

We will develop each day's briefing with you and encourage you to get involved in the actual briefing. The briefings will be educational and fun. Those attending the briefings will also experience a very unique aviation technology showcase.

The Benefits

- You get to shape how the day(s) develop and you are involved in the delivery of the day(s).
- You only invite those that will improve your prospects of doing more business.
- You take advantage of a New Zealand Inc approach to the programme, meaning that much of the work is done for you, and costs are shared.

The Costs

You will be required to pay for your costs and those of your guests. Indicative costs in NZ\$ are:

Business breakfast:	\$56 per head
Business briefing:	\$30 per head
Emirates team NZ base tour (briefing, tour, refreshments, on-water experience)	\$300 per head
Informal dinner	\$95 per head
Gala dinner	\$150 per head

Other non-costed options include a helicopter tour of San Francisco and watching the racing from a separate boat (not the Emirates Team NZ experience).

Companies must also meet their travel and accommodation costs.

Required Action

- Advise interest in participating in this programme.
- If interested, you and how many guests (indicative only).
- If interested, which days and parts of the programme appeal most?

Replies please by 10 May to john.nicholson@aviationnz.co.nz