



VENDOR PROSPECTUS



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## INTRODUCTION – WHO ARE WE?

Taranaki Weddings is a locally owned and operated online portal for all things “wedding” in the Taranaki Region, showcasing everything that a bride and groom could wish for on their wedding day and beyond.

What makes us different from every other directory? Taranaki Weddings is dedicated to and works exclusively for businesses within the Taranaki region. We are proud to showcase the incredible range of services available right here in this region and we love to work with businesses who are as passionate about weddings as we are. You will only find services operating in the Taranaki District on our directory.

Our website makes it incredibly easy for couples, both here in Taranaki and from outside the region, to plan their Taranaki Wedding. Not only do we showcase a large percentage of the service providers in the region, but our comprehensive site has so many other great functions, making planning a breeze!

**But Taranaki Weddings is so much more than an online Directory—we’re a community!** We host a variety of events that are not only tailored to enable you to grow and showcase your business and services, both to fellow industry providers and directly to members of the public who are looking for your services, but that celebrate the Industry and your successes. Taranaki Weddings provides multiple platforms and opportunities for you, as a vendor, to promote and grow your business.





## What we do for you

We get to know and recommend your business personally. As a part of the Taranaki Weddings community, we want to get to know you and your business enabling us to confidently recommend your goods and services to brides and grooms currently planning their weddings. We interact with Brides and Grooms on a weekly basis looking for a wide range of services and we want to be able to confidently recommend you.

Our blog promotes the businesses in our community, covers wedding trends, planning tips and tricks and real wedding stories—showcasing actual weddings that your business may have been involved in—everything that a bride and groom might need to know when they are planning their day.

Our social media platforms are very active and are widely followed. As part of our community—our platforms are available to you to promote your special offers, seasonal deals as well as your presence at our events.

Our industry events, networking events, shows and fairs are designed so that you have the opportunity to showcase your business directly to both brides and grooms and to other businesses in the Taranaki Wedding Industry.

**Industry Awards** - we are very excited to have brought the first Wedding Industry Specific awards to Taranaki. Via customer nominations and public voting, the best in the industry receive the recognition they deserve at our annual awards night.

**Taranaki Bride of the Year** - we've recently added Taranaki Bride of the Year to our suite of events and are excited to have just hosted our first annual event. We believe Bride of the Year presents a unique opportunity to showcase the hard work and talent of the local wedding community and can't wait to see it grow.

## TESTIMONIALS FROM VENDORS

We adore working with local Wedding Vendors and are incredibly proud of the community we've built - but you don't need to take our word for it - check out these testimonials from some of our amazing clients—past and present:-

As a multiple award winning industry provider Taranaki Weddings provides us with a multitude of cost effective opportunities that enables us to successfully promote our business portfolio to potential clients. They bring a professional credible established and trustworthy pathway to the Taranaki wedding industry space.

**Sam and Donna Bennett - Co-owners of Full Circle Bespoke Life Events**

"Hi Louise and the TW team, just wanted to say a BIG thankyou for your time and effort putting on todays Fayre! I can only wonder about the amount of work that goes into creating an event like this! I had a really great day, met loads of new clients and enjoyed working alongside my fellow vendors. Thanks again! **Amber Caskey - Celebrant**

I am new to the Taranaki Weddings family and I have to say it was the best decision I was pushed politely to make. It has taken my business and my passion of weddings at Ivy Lane Florist to the next level in such a very short time. I was lucky to book weddings at the Wedding Show and I have also had a great week of bookings too for next season Louise is an AMAZING motivating and positive role for vendors. I am so proud to be a part of this local wedding vendor family and I look forward to being apart of many bride and grooms special days and many more expos. **Steph Murray - Ivy Lane Florist.**

"Dman Entertainment have been involved with Taranaki Weddings since 2013. They've provided a great platform, generating new business, building new business relationships with other vendors and utilising Taranaki Wedding's marketing and advertising sources to promote our business. It has been great being involved with Taranaki Weddings and would definitely recommend them." **Dinnie Moeahu, Managing Director, Dman Entertainment**





## FIND US AND FOLLOW US

We're currently ranked #1 on Google and Bing for a variety of searches linked to all things "wedding" in Taranaki. We're constantly working on our SEO to maintain this.

We're followed by 4750+ people via Social Media and this continues to grow on a daily basis. We actively post and advertise on Facebook, Twitter and Instagram and we offer these outlets to all of our vendors to market their special offers, giveaways and events.

The pages of our website receive an average of almost 8000 views per month. We're continually posting, advertising and improving our website to make sure it's the FIRST place that Taranaki based Brides and Grooms look to plan their wedding.

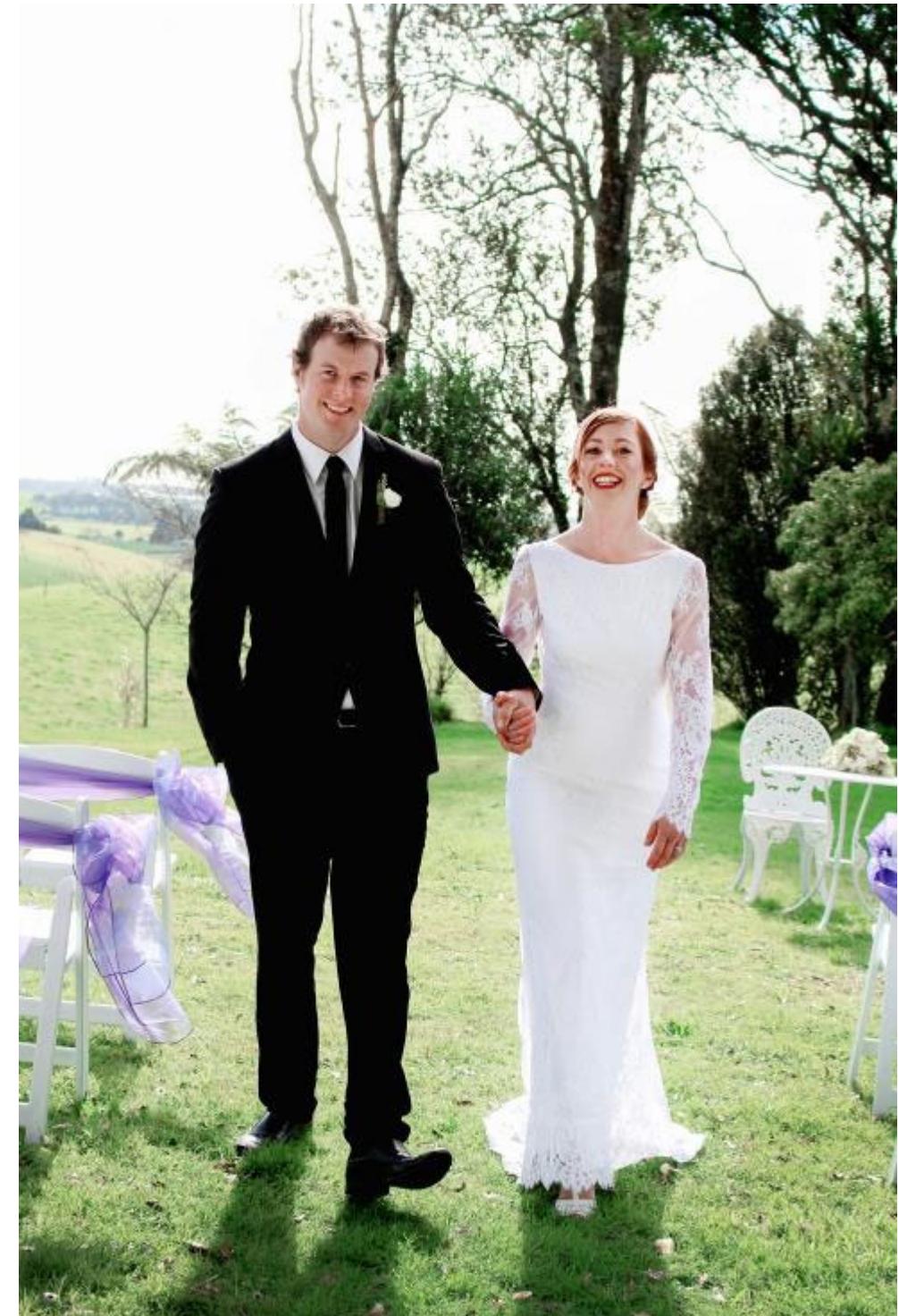
## EVENTS

**Our Public Events** are open exclusively to our listed vendors to participate in and give you the opportunity to showcase your business, products and services directly to Brides and Grooms planning their wedding. Each of our events are marketed locally and throughout the Central North Island via a variety of advertising outlets to ensure we capture the attention of as many members of the public as possible and pre-sale tickets for recent events have been a sell out. These events are tailored with your needs in mind. We keep costs low for you, wherever possible, to maximise your potential exposure without you having to overspend. Inclusion is free for our Tier 3 vendors and exceptionally low cost for Tier 1 and 2 vendors.

**Bi-Monthly Networking Events** provide an opportunity for businesses to meet and network with other industry professionals in a relaxed and open environment. In an industry where there is little to no repeat business - having a reliable referral network is a fundamental tool to enable your businesses growth and sustainability. All vendors are given the opportunity to host and present at these events and inclusion is FREE for all vendors listed with Taranaki Weddings.

**Taranaki Wedding Industry Awards Night** is an opportunity for industry professionals to celebrate their successes and enjoy each others company. As well as being an opportunity to celebrate - this evening also presents an opportunity to connect and network in an informal environment. The first of the their kind in the region—the Industry Awards recognises and celebrates creativity, dedication, passion and commitment.

In keeping with our commitment to the local Industry that supports our business - we strive, wherever possible, to use the services of the businesses in our Directory for all our events.





## NEW FOR 2019

It's important to us that we continually evolve the services we offer our listed vendors and we're excited to be adding to our services in 2019.

We're excited to open our new "Open Working Space", in early 2019, that will be available exclusively to our listed Vendors for hire. This centrally located private space will be available for half day, full day or evening hire and will be suitable for client consults and meetings, co-working, workshops, photoshoots and networking events.

We're offering you another opportunity to promote your business via the Visitor Handbook issued to every attendee at our events. At every event we hand out 500+ Visitor Guides and by popular request - we're now giving listed Vendors the opportunity to advertise their business in this booklet. We'll be adding additional planning guides and information that will insure this booklet becomes a staple in a couples wedding planning journey. For businesses who are unable to attend this event, or for those who want to maximise their exposure year round - this will provide an extremely low cost advertising option.

We're adding a **Vendor Services Directory** to our Newsletters. Many of our clients have other businesses or work for companies that offer services that our clients may benefit from. We're collating this information and creating a Vendor Services Directory that will be added to our Bi-Monthly Newsletter and forwarded to our listed members.

# SIGN ME UP

Taranaki Weddings offers three easy levels of advertising:

	TIER ONE	TIER TWO	TIER THREE
Name, Phone Number, Address and Email	✓	✓	✓
One Photo or Logo	✓	✓	✓
+ up to 9 Extra Photos		✓	✓
Paragraph Description of Your Business		✓	✓
Links to Website, Facebook, Twitter, Instagram on listing			✓
Free Hot Deal Listings		✓	✓
Access to and Inclusion in our Networking Events	✓	✓	✓
Access to and Inclusion in our Public Events	\$75 per Event	\$75 per Event	FREE!
COST	\$230 Annually Or \$22.50 monthly	\$335 Annually Or \$31 monthly	\$435 Annually Or \$40 monthly
FOR MULTIPLE CATEGORIES	Just add \$75 per extra category		
Listing changes /amendments	\$20		
Access to our database of businesses to promote your business (via our bi-monthly newsletters)	FREE!		
Access to our social media platforms to promote your business (by request)	FREE!		

Please see the next page for Terms and Conditions of Listing.

## Terms and Conditions of Listing

All prices above are inclusive of GST at 15%.

Listing fees are annual and renewals are due on or before 1 year from date of listing publication.

Listings will auto-renew on their renewal date unless the listed Vendor indicates otherwise.

Once listing is auto-renewed—payment of listing fee must be made.

Listings are organised by selected tier and then alphabetically without exception.

Whether opting for Monthly or annual payments—listing term is for 12 months.

Monthly payments must be made for a total of 12 months without exception.

Listing fees are non-refundable.

Failure to pay listing fees will result in content being suspended from website and vendor exclusion from events until payment is made.

Unpaid accounts will be passed to a collections agent and may incur collection fees.

Taranaki Weddings reserves the right to remove listings from the directory at any time (a pro-rate refund will be offered if applicable).

Taranaki Weddings is a subsidiary of GNL Consulting Group Ltd.

Taranaki Weddings reserves the right to amend these terms and conditions— all amendments to Terms and Conditions will be communicated to all listed Vendors.

If you have any questions at any stage or for more information please get in contact with Louise at Taranaki Weddings on 06 7587839 or 0210 2528073 or email [louise@taranakiweddings.com](mailto:louise@taranakiweddings.com)