

*Taranaki*  
WEDDINGS

Vendor Prospectus



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# Introduction

## *Who we are*

**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.

We’ve been established and running in the Taranaki Region for almost 10 years offering local businesses and services the best opportunities to promote their services and build their businesses.

**What makes us different from every other online Wedding/Business directory?** Taranaki Weddings is dedicated to and works exclusively for businesses within the Taranaki region. We are proud to showcase the incredible range of vendors and 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 located and operating in the Taranaki District on the pages of 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 wedding a breeze, and growing your business even easier!

**But Taranaki Weddings is so much more than just an online Directory** – we’re an all-encompassing Wedding Industry 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

Our online portal – [www.taranakiweddings.com](http://www.taranakiweddings.com) - features an easy to use Directory that ONLY features businesses and services located in the Taranaki Region. There are multiple features on this portal that make it simple for couples to plan their wedding. Our shortlist functionality makes it easy to contact their favourites with just one email and our downloadable wedding planner and blog helps them every step of the way.

The Hot Deals Section of our website – available only to our listed vendors and promoted via our Social Media Sites – gives you a place to list your seasonal special offers and have them shared with our followers.

Our blog – “The Bride Guide” 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. We run focused advertising campaigns on social media and google driving people to our website so that they can find you – and we run these 365 days of the year so that you don't have to.

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 it for the second year alongside the Industry Awards at the Taranaki weddings Awards Gala. 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

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.

"Hi Louise and the TW team, just wanted to say a BIG thankyou for your time and effort putting on today's 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.**

"Taranaki Weddings has been an integral part of my businesses advertising since it started. If you are in the business of weddings then you want to be involved with "Taranaki Weddings"!!! To be honest it has become more than just an advertising platform, it's a group of vendors that work together time and time again to create that perfect event, it's also a sounding board when you need some advice. If it wasn't for "Taranaki Weddings" I wouldn't have been named Taranaki's Favourite Wedding Cake Maker 4 years in a row."

**Annette - A Love of Cakes - By Annette**





## Find us *and follow us*

### **We're currently ranked #1 on Google and Bing**

for most, if not all, searches related to weddings in the Taranaki region. We constantly work hard to maintain this – as long as we're number one – you are too.

We run focused adverts on Google 365 days a year to make sure our Directory is the first thing people find when they're searching Google for local services for their wedding.

### **We're followed by 5000+ 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. We run targeted ads on social media 365 days of the year so that you don't have to.

### **The pages of our website receive an average of almost 3000 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 Event** - "The Taranaki Weddings Show" like our Directory, features Vendors from the Taranaki region only. This affordable event offers the perfect opportunity to meet and connect with couples looking for your business, products and services. 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 all our events for the past 6 years 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 - we facilitate this by enabling you to create and maintaining valuable connections with other local vendors at our bi-monthly events. All of our listed vendors are given the opportunity to host these events and attendance is FREE for all vendors listed with Taranaki Weddings.

**Taranaki Weddings Awards Gala** 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 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.*

# Sign me up

Taranaki Weddings offers three easy levels of advertising:

	TIER ONE	TIER TWO	TIER THREE
Name, Phone Number, Address and Email	✓	✓	✓
Photos or Logo	One Only	Up to 15	Up to 20
Paragraph Description of Your Business		✓	✓
Links to Website, Facebook, Twitter, Instagram on listing			✓
Business Hours, Videos and Review Functionality			✓
Free Hot Deal Listings		✓	✓
Access to and Inclusion in our Networking Events	✓	✓	✓
Feature Posts on our Facebook Feed	Once Yearly	Twice Yearly	Three Times Yearly
Access to and Inclusion in our Public Events	\$85 per Event	\$85 per Event	FREE
COST	\$265 Annually Or \$25.50 monthly	\$385 Annually Or \$35 monthly	\$495 Annually Or \$45 monthly
FOR MULTIPLE CATEGORIES	Just add \$85 per extra category		
Listing changes/amendments	\$20		
Access to our social media platforms to promote your business (by request)			FREE



# 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)