



ECO FEST

**PARTNERING FOR A GREENER
TĀMAKI MAKĀURAU**



HELP MAKE ECOFEST 2026 A SUCCESS!

EcoFest is **Tāmaki Makaurau's largest eco-focused festival**, celebrating environmental conservation and practical climate action through a rich programme of workshops, activities and installations, from silent disco beach cleans to WaiCare water testing.

Our mission is to **build resilience** and make sustainable living a reality for Aucklanders of all ages—no matter where they are on their sustainability journey!

EcoFest returns for its fourth year from **22 March–22 April 2026**, empowering people with the skills and resources to reduce their impact, support local change-makers, and strengthen community ties.

**WE'RE INVITING YOU TO HELP MAKE
SUSTAINABLE LIVING FUN AND
ACCESSIBLE FOR ALL AUCKLANDERS.**

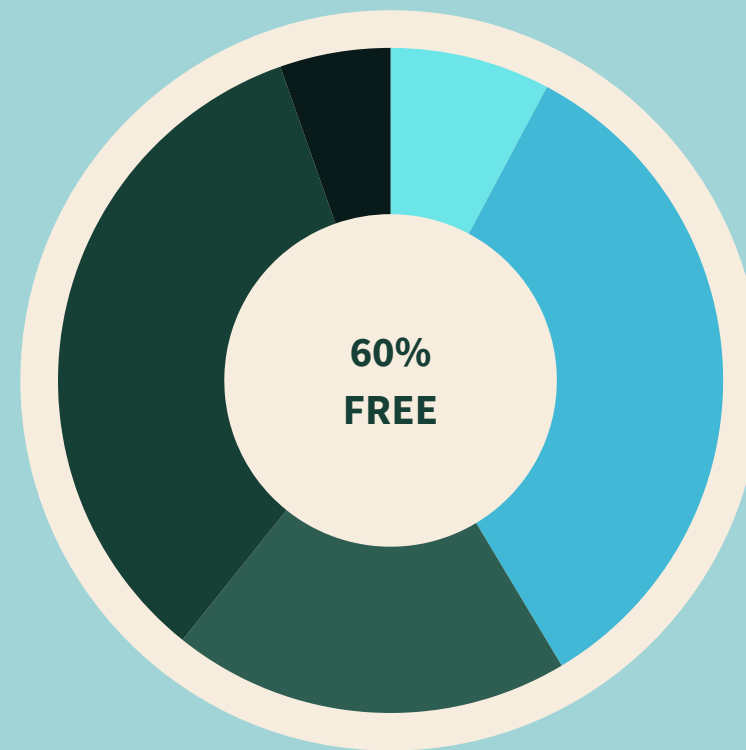
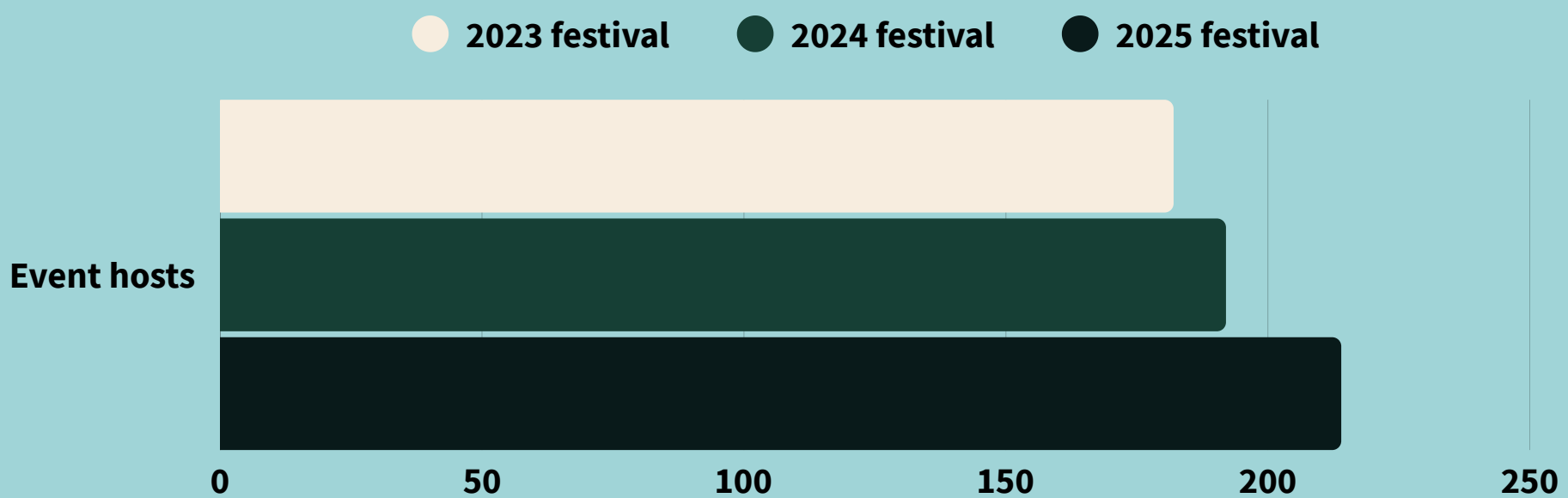


ECOFEST AT A GLANCE

Connecting your brand with thousands of Aucklanders

“Perception research shows that Aucklanders see environmental groups as doing a better job at progressing climate action than local government and other organisations”

- Robert Sutherland, Auckland Council Low Carbon Specialist



355 events across EcoFest 2025

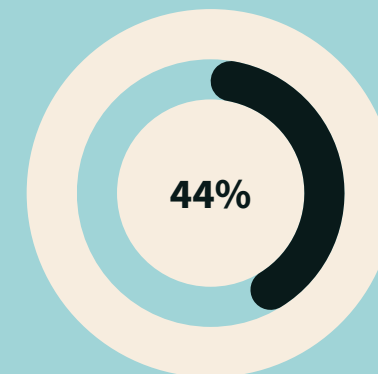
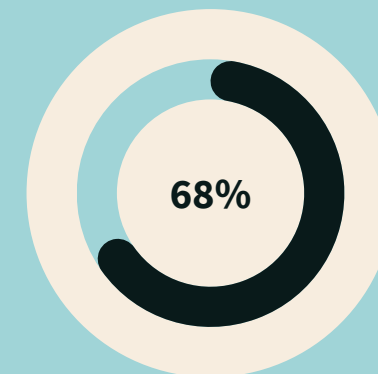
- Kīnaki Kai Reka | Foodies' Fix
- Mauri Noho | Conscious Living
- Te Whaihanga | Makers' Mayhem
- Torohē Nuku | Explore Nature
- Waka Hourua | Clean Transport



Whānau friendly event



Public transport <10 mins away from venue



Volunteers and interns contributed \$29,051 of value to EcoFest 2025, alongside hosts who gave countless hours of passion to ignite climate action across Tāmaki Makaurau.



WHO WE ARE

EcoFest is the collaborative effort of Auckland's four environmental hubs:



Based in Auckland's North, Kaipātiki Project is an innovative EcoHub, growing a sustainable future for people and nature since 1998. We do this by empowering people, inspiring connection with nature and enabling sustainable living.



EcoMatters Environment Trust was established in 2002 in West Auckland to work with and for the community to deliver environmental outcomes. Our vision is for a community where aroha, wairua and mauri is restored, and our mission is to nurture kaitiakitanga and help restore the whenua.



Since 1998, Waiheke Resources Trust has been at the forefront of sustainable living initiatives on Waiheke Island | Te Motu Arai-roa. We support thriving environments and communities by engaging and educating people in environmental restoration, food resilience and waste minimisation.



The Beautification Trust is on a mission to connect and empower communities to learn, love and look after our environment. Since 2001, we've been leading beautification projects, community events and environmental education all over South and East Auckland.



OUR AUDIENCES

We are a grassroots platform with strategic marketing connecting a diverse range of Aucklanders to climate action



Eco-conscious Families

Families with primary school/intermediate age children who are interested in practical ways to reduce their household's environmental impact. They prioritise family wellbeing and are motivated to attend EcoFest events for a fun family experience and to learn something new.



Eco Warriors

Environmental consciousness is a key part of their identity. They attend EcoFest events like ecological restoration working bees and hands-on workshops for green technologies. They attend events to reconnect and socialise with fellow eco warriors, share information, and discover new environmental initiatives.



Green Learners

Primarily women aged 35 to 55 who are actively seeking information, products, and services to help them be more environmentally responsible.



Locals

Residents who have a strong connection to their place. They are motivated to attend because the event is happening in their neighbourhood, and they are open to supporting anything that's good for their community.

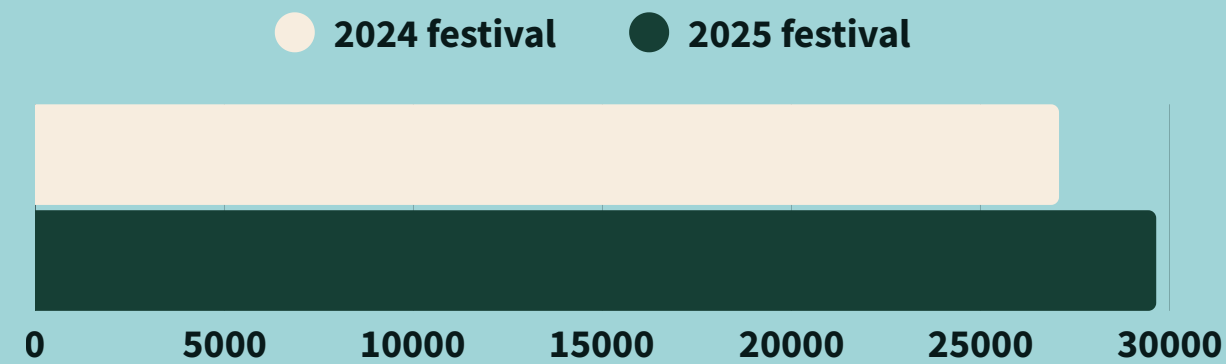
OUR REACH

Connecting your brand with thousands of Aucklanders

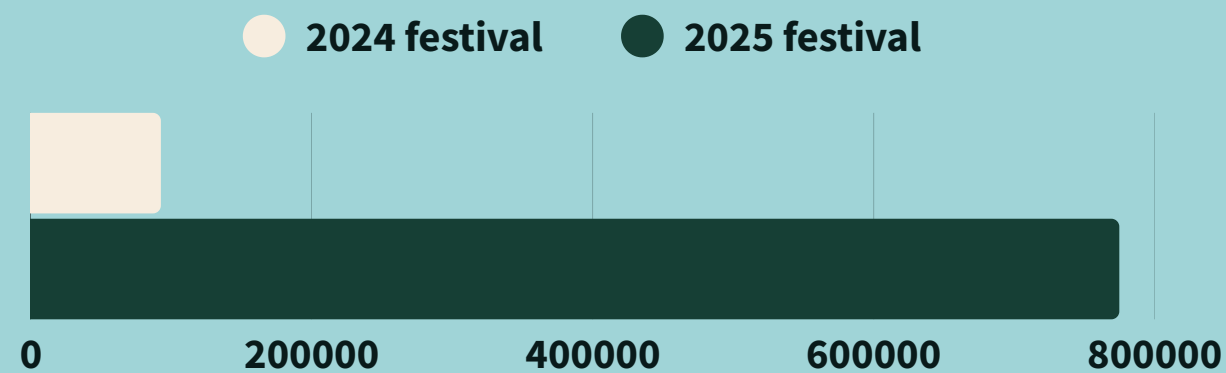
Content is shared across EcoFest platforms, hub channels and community groups from registrations through to post-festival wrap-up, giving sponsors wide digital visibility and amplifying their commitment to regeneration and community support. We're proud of the increase in reach we generated in 2025 with sponsor investment.



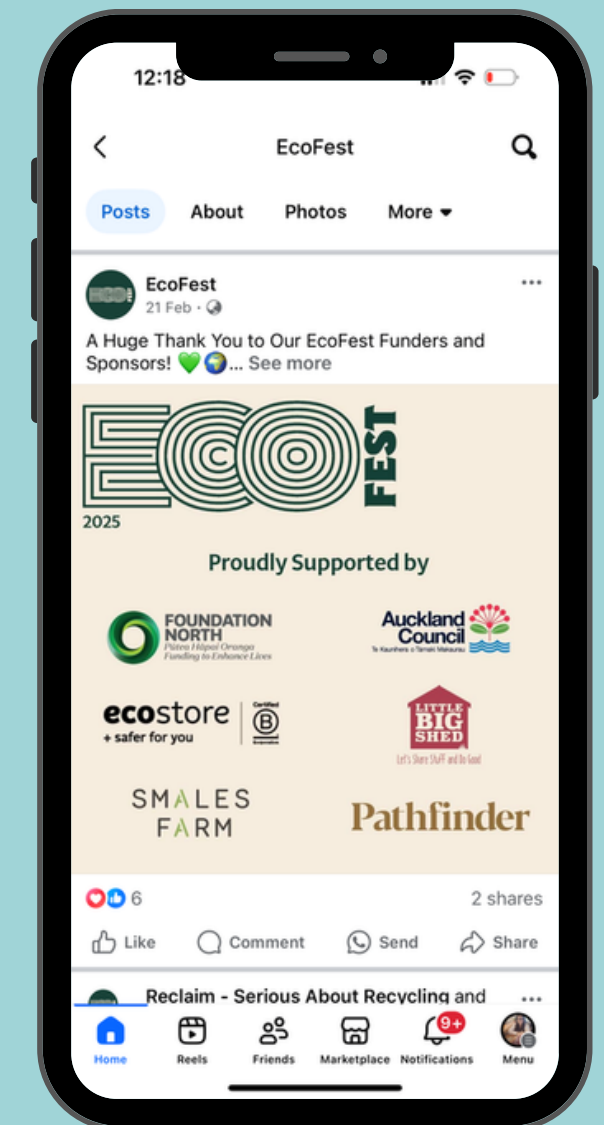
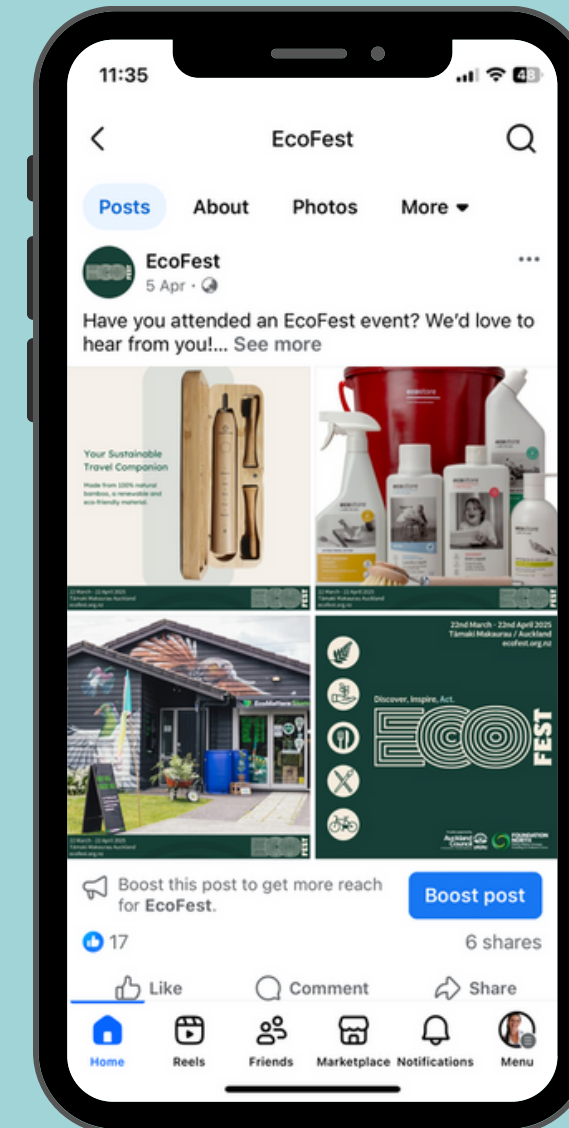
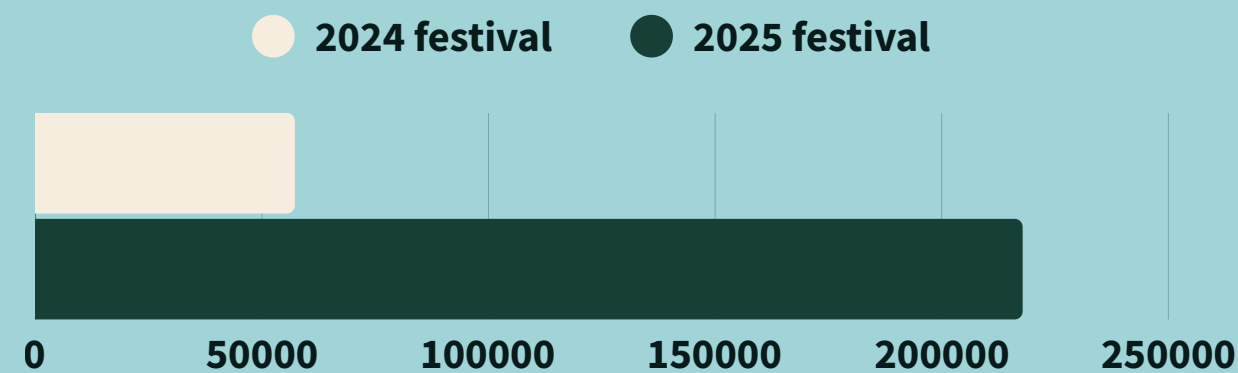
+9.5% unique website users (ecofest.org.nz)



+700% Facebook reach (EcoFest)



+286% Instagram reach (@EcoFestNZ)



Your logo could be here!



SPONSOR BENEFITS

Lead the change through visibility, credibility and connection



Community Engagement

Direct engagement with a diverse and passionate community interested in sustainability, strengthening your brand's relationship with local and regional audiences.



Employee Involvement

Opportunities for your staff to participate as volunteers or event hosts, enhancing team cohesion and showing genuine commitment to community impact.



Networking Opportunities

Engage with other like-minded organisations, businesses, and potential customers, fostering valuable connections and partnerships.



Enhanced Customer Loyalty

Build stronger relationships with existing customers and attract new ones who value sustainability and environmental responsibility.

TOGETHER STRONGER

Enhance brand visibility through prominent co-branding opportunities

In 2025, partner contributions, combined with council funding and in-kind support, amplified visibility for EcoFest and our sponsors alike. Join us in 2026 to expand EcoFest's reach and strengthen your connection with a community that values sustainability.



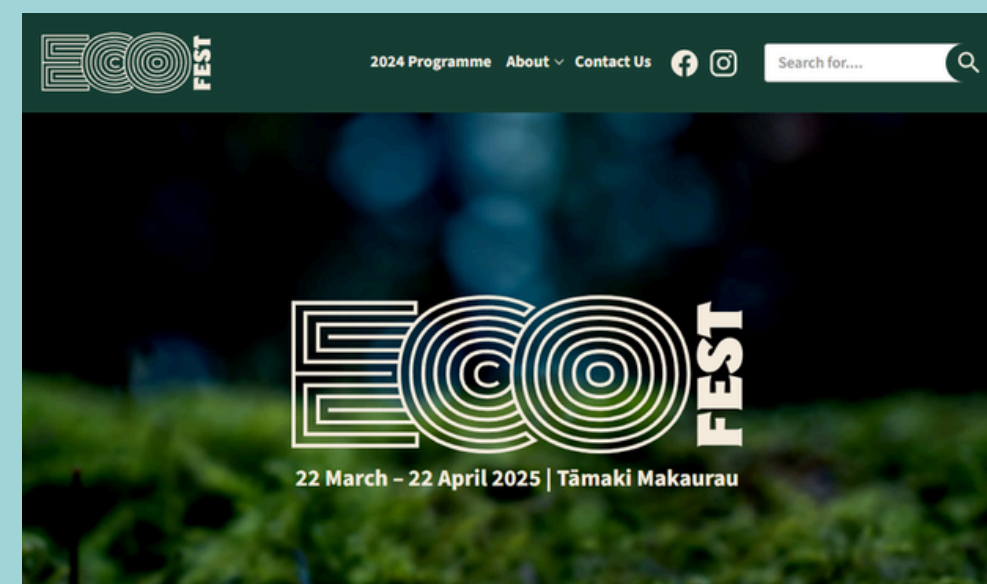
Bus-back advertising
(NFP discount)



TVNZ Breakfast Show, April
(example of our diverse free publicity)



oOh Media Street Furniture
(provided in kind)



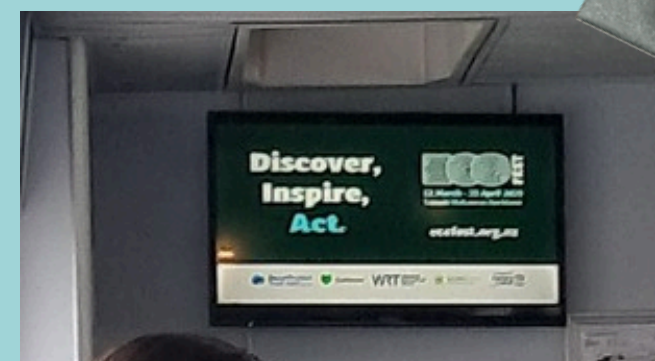
EcoFest website: 28,000+ unique visitors



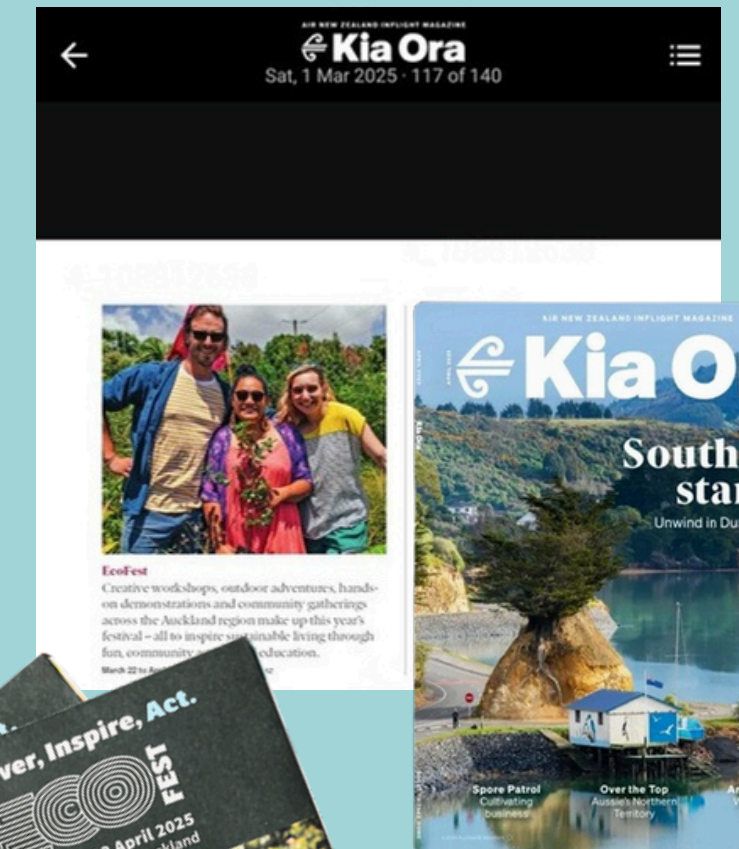
Ponsonby News April, 43,000 readers per issue
(example of our diverse free publicity)



95bFM radio advertisements
(including free giveaways)



Onboard advertising
across 17 Fullers vessels
(provided in kind)



Kia Ora Magazine,
March
(example of our diverse
free publicity)



8.5K printed festival guides
distributed to 223 locations
(NFP discount)



SPONSORSHIP TIERS

We are happy to discuss if you have any questions or another offer in mind.

Support sponsors Unlimited spots	Major sponsors 5 available	Primary sponsor Exclusive spot
\$1,000 investment cash or in-kind	\$5,000 investment	\$20,000 investment
<ul style="list-style-type: none">• Logo placement on specific event materials and website.• Acknowledgment in select communications.• Opportunities for branded activations or displays at some events.• Can be a contribution towards EcoFest 2025 as a whole or one of the EcoFest organising hubs.	<ul style="list-style-type: none">• Free ad placement in EcoFest print programme• Logo placement on select digital and print media, and website.• Acknowledgment in major event communications.• Opportunities for branded activations or displays at some events.• Category exclusivity across all region-wide Major and Primary sponsors (e.g. if you are a real estate agency, no others will be considered for these tiers).	<ul style="list-style-type: none">• Free double size ad placement in EcoFest print programme (if sponsorship agreement signed and material provided by 1 January).• Branding and activation opportunities at key EcoFest events.• Exclusive speaking opportunities at key EcoFest events.• Logo placement on all event-related digital and print media.• Acknowledgement in all press releases and media interviews.



ECOFEST

Together, we can inspire lasting change for our environment and future generations.

Please get in touch to discuss next steps:



Laura Thompson Lynch
EcoFest Lead for Waiheke Resources Trust

 laura@wrt.org.nz  (09) 372 9514

