



“Humorous,  
informative and  
inspirational...”

motivational speaker ✿ waste educator ✿ corporate waste motivator

# Kate Meads



## Sponsorship Information

January 2018

Winner of 'Communicating Sustainability' 2013  
Award-winning Presenter

[www.katemeads.co.nz](http://www.katemeads.co.nz)





## Biography



Kate Meads 

Kate Meads was recently labelled New Zealand's own waste free warrior and is a very humorous and motivating speaker. Kate has been working with the general public and councils for over ten years now.

In the early days her role was to promote the use of modern cloth nappies and promote waste free parenting options, however now she facilitates seminars and presentations on reducing food waste and other waste topics.

Drawing from her own experiences as a typical modern day consumer, Kate shares her stories and insights to create a greater awareness of the choices we are making and the impacts they are having. If we all do nothing because it seems like we are not making a difference, nothing will ever change and we have to question what legacy will we leave our future generations.... however if every one did just one small thing for our environment every single day, we will start to make a difference that will count.

### Why sponsor Kate?

Product Sponsorship enables me to work with the general public and offer free advice and support, provide a website that doesn't sell any product and promote and educate our fellow kiwis of the future about the importance of the choices we make. I am not here to make a million dollars, I am here to make a difference and sponsorship helps me to do this.

I have made it as low cost as possible so that all companies big and small can be involved. If you would like to have a chat about how we can work together please give me a call on 027 22 11 242.

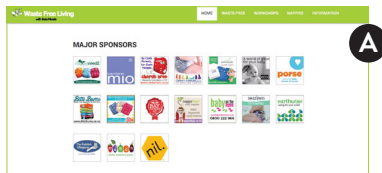


# Premium Supporter 2017

## Hit your target audience on every platform:

Website, Social Media, Video, and get your product into their hands at a monthly cost.

- Your logo on every page of my website [www.katemeads.co.nz](http://www.katemeads.co.nz)
- 1 x 270 x 254 pixel ad on the home page of [www.katemeads.co.nz](http://www.katemeads.co.nz) for the whole year **(A)**



- Your logo on my car and all marketing material including posters etc
- Your logo on my PowerPoint as Sponsored by: (your name here)
- Your logo on my Facebook profile page
- Your product for inclusion in packs if applicable
- Your product being passed around/or discussed at appropriate workshops
- A video on my YouTube channel about your brand
- One page advert in my Waste Free Parenting and Left Ova Magazine
- Your own sponsors page on my website about your brand
- A feature on my Facebook page
- A blog post about your business on my Blog
- A Facebook Live interview with your business once per year
- Giveaways or promotions anytime on my Facebook or Instagram page
- Free social media promotion all year if you want to offer special offers, giveaways and product promotions on my Facebook page which has over 21,000 followers as of December 2017

## This level of sponsorship (incl GST):



*Over and above this I can offer my full services as a consultant, on show stands or for other promotional opportunities you may have. Ask me for a quote for travel and time.*

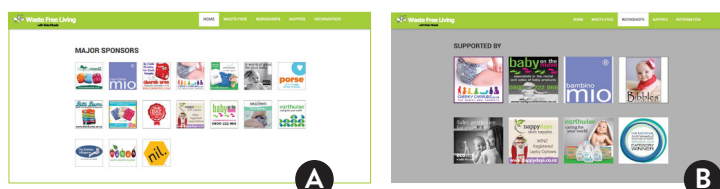


# Gold Supporter 2017

## Hit your target audience on every platform:

Website, Social Media, Video, and get your product into their hands at a monthly cost.

- 1 x 270 x 254 pixel ad on the home page of [www.katemeads.co.nz](http://www.katemeads.co.nz) for the whole year **(A)**
- 10 x 270 x 254 pixel ads any other pages of your choice for the whole year **(B)**



- Your product for inclusion in packs if applicable
- Your product being passed around at appropriate workshops
- A video on my YouTube channel about your product
- Your own sponsors page on my website [www.katemeads.co.nz](http://www.katemeads.co.nz)
- A feature on my Facebook page
- A blog post about your business on my Blog
- The option to have a video posted on you tube or Facebook every month
- Giveaways anytime on my Facebook or Instagram page
- Free social media promotion all year if you want to offer special offers, giveaways and product promotions on my Facebook page which has over 21,000 followers as of December 2017

**This level of sponsorship (incl GST):**



*Over and above this I can offer my full services as a consultant, on show stands or for other promotional opportunities you may have. Ask me for a quote for travel and time.*



## Silver Supporter 2017

### Hit your target audience on every platform:

Website, Social Media, Video, and get your product into their hands with a low annual cost or spread your payments out monthly or weekly.

- 1 x 270 x 254 pixel ad on the home page of [www.katemeads.co.nz](http://www.katemeads.co.nz) for the whole year **(A)**
- 8 x 270 x 254 pixel ads any other pages of your choice for the whole year **(B)**



- Your product for inclusion in packs if applicable
- Your product being passed around at appropriate workshops
- A video on my you tube channel about your product
- Your own sponsors page on my website [www.katemeads.co.nz](http://www.katemeads.co.nz)
- Your logo or advert on 8 pages on my website
- A feature on my Facebook page
- A blog post about your business on my Blog
- Giveaways anytime on my Facebook or Instagram page
- Free social media promotion all year if you want to offer special offers, giveaways and product promotions on my Facebook page which has over 21,000 followers as of December 2017

### This level of sponsorship (incl GST):



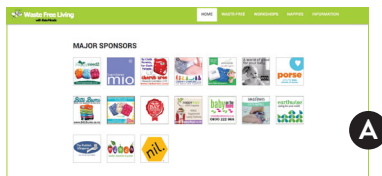
*Over and above this I can offer my full services as a consultant, on show stands or for other promotional opportunities you may have. Ask me for a quote for travel and time.*



## Bronze Supporter 2017

### Affordable advertising exposure to your target market with website exposure and more...

- 5 x 270 x 254 pixel ad on any pages of your choice excluding the home page of [www.katemeads.co.nz](http://www.katemeads.co.nz) for a year **(A)**



- A video on my YouTube channel about your product
- Your own sponsors page on my website
- A Blog post about your business
- Giveaways on my Facebook Page

### Easily affordable for all small businesses at just:



*I am now able to offer my full services as a consultant, on show stands or for other promotional opportunities you may have. Please contact me for a quote.*





## Magazine Advertising

### LIMITED SPACES!

#### Advertise in my... 'Waste Free Parenting' Magazine

*Each print run is 5000 copies, so don't miss out, **spaces are very limited!***

The Waste Free Parenting Magazine is a professionally published A5 Magazine and has more articles about sustainability.

For just \$799 per print run you can have a **full page advert in The Waste Free Parenting Magazine** which is given out to every parent at every workshop nationwide! Maximum advertising opportunity!



### Pre-booking and payment before printing is essential.



#### Full Page Advert

Cost per print run is \$799 for a full page which works out at \$0.15c per magazine.



#### Half Page Advert

Cost per print run is \$600 for a half page which works out at \$0.8c per magazine.

### Full Page Inside Cover and/or Back Cover advert cost is \$950.

**All prices advertised are PLUS GST.**

*NOTE FOR ALL ADVERTISING: All images and copy must be supplied to the specifications quoted. We would be happy to assist you with graphic design work and/or copywriting/copy-editing at an additional charge. Graphic design work will be charged at \$75 + GST/hour and copywriting/copy-editing will be charged at \$75 + GST/hour.*

# Left Ova Magazine Advertising

Kate Meads 

## LIMITED SPACES!

### Advertise in my 'Left Ova' Magazine

#### **New advertising opportunity!**

*Each print run is 5000 copies, so don't miss out, **spaces are very limited!***

I have a new magazine called **Left Ova**. It has been professionally published as an A5 Magazine and has articles about Love Food Hate Waste ideas. It includes meal planning, food storage, smart shopping, composting and loads more.

For just \$950 per print run you can have a **full page advert in the Left Ova Magazine** which is being purchased and distributed through Councils all over New Zealand! There are only a few spaces so this is a maximum advertising opportunity!



### Pre-booking and payment before printing is essential.

**\$950**  
full page

#### **Full Page Advert**

Cost per print run is \$950 for a full page which works out at \$0.19c per magazine.

**\$600**  
half page

#### **Half Page Advert**

Cost per print run is \$600 for a half page which works out at \$0.12c per magazine.

*NOTE FOR ALL ADVERTISING: All images and copy must be supplied to the specifications quoted. We would be happy to assist you with graphic design work and/or copywriting/copy-editing at an additional charge. Graphic design work will be charged at \$75 + GST/hour and copywriting/copy-editing will be charged at \$75 + GST/hour.*





## Web Statistics by Month (average)

### SOCIAL STATS

7,000+

per month visits to  
www.katemeads.co.nz

1.3%  
bounce rate

11.12

average pages  
per visit

398,000+

average post  
reach per month



21,000+

Facebook followers

39,900+

post  
engagements  
per month



3:21

time on site

23,959+

video views per  
month on FB

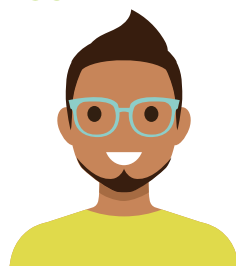


### DEMOGRAPHICS



96%

fans are woman



3%

fans are men



12%

are aged 18 -24



58%

are aged 25 - 34



21%

are aged 35+



# Booking Form and Contract

To book, please select your preferences below, scan and email to: [sponsor@katemeads.co.nz](mailto:sponsor@katemeads.co.nz)

Or post to: Kate Meads, 9 Francis Drive, Katikati 3129.

Business Name:

Address:

Phone:

Email:

Person to Contact:

Order Number:

*All advertising is to be paid **one month in advance**. If advertising remains unpaid by the 25th of the month it will be withdrawn for the following month. I would rather be out there promoting your products instead of chasing overdue accounts. I reserve the right to remove your advert should it be in breach of copyright, be unethical or acts of misconduct.*

*The advertiser agrees to the conditions stated on this page and the conditions included on the reverse of this page.*

Signature:

Date:

## I would like to sign up for:

Plan	Weekly	Monthly	Annually	Select
Premium Supporter Package		\$1,000 inc GST		
Gold Supporter Package		\$350 inc GST		
Silver Supporter Package	\$60 incl GST	\$250 incl GST	\$2,700 incl GST	
Bronze Supporter Package	\$25 incl GST	\$120 incl GST	\$1,296 incl GST	
Waste Free Parenting Magazine Full Page			\$950 per 5000 copies	
Waste Free Parenting Magazine Half Page			\$600 per 5000 copies	
Left Ova Magazine Full Page			\$950 per 5000 copies	
Left Ova Magazine Half Page			\$600 per 5000 copies	

## Payment Options

Please pay directly into the following bank account: The Nappy Lady, ANZ, Tauranga. Bank Acct No. 06 0433 0334997 04

Phone 07 549 2955. Mobile 027 22 11 242.

# Terms and Conditions

1. **Prompt payment is required.** Kate Meads will invoice the Sponsor for the full amount of their package as noted in this rate card. All advertising is to be paid no later than the 25th of each month. My terms are strictly that if any advertisement remains unpaid by 25th of the month will be withdrawn and the contract will be voided. I don't have time to chase overdue accounts, when I could be out there promoting your brand. Design and/or copywriting/copy-editing services, if utilised, will be invoiced separately to the Sponsor by Silver Kiwi Ltd and these invoice amounts are also due within 7 days of booking. Unpaid or late invoices will result in your listing being removed.
2. **Kate Meads cannot be held responsible for errors or omissions.** Please make sure you communicate omissions caused by incorrect instructions or communications given by the Sponsor.
3. **Terms of Sponsorship.** Your Sponsorship must be fully paid before your Sponsorship listing is placed on Kate Meads website. If you choose to cancel your Sponsorship listing for any reason, there will be no refunds made. Your sponsorship offer is confidential and shall not be shared with any third party.
4. **Kate Meads reserves the right of placement, and to decline or suspend.** Sponsorship listings will be placed on the Kate Meads website on a first-in, first-paid, first-published basis. Sponsorship listings will be placed on the Kate Meads website at the discretion of the administrator. Kate Meads reserves the right to remove your advert should it be in breach of copyright, be unethical or acts of misconduct.
5. **Kate Meads cannot be held responsible for non-publication.** Kate Meads accepts no liability for any loss to Sponsors caused by the failure of Sponsorship listings to appear on the Kate Meads website including acts of god or any similar cause that is beyond the control of Kate Meads. If Kate Meads is prevented or delayed from publishing Sponsorship listings or the Kate Meads website, then Kate Meads shall be under no liability.
6. **Kate Meads reserves copyright.** The artistic copyright the Kate Meads website, as well as all Sponsorship materials and listings designed by Kate Meads, remain the property of Kate Meads. Reproduction in other mediums including print and online are not permitted without permission of Kate Meads
7. **Sponsors agree to indemnify Kate Meads against all losses.** Kate Meads cannot be held responsible for any losses, including legal and monetary, experienced by the Sponsor as a result of or in connection with Kate Meads, even in the result of this contract being cancelled or terminated by either party.
8. **Staff Training and working at trade shows etc.** Kate Meads is more than happy to assist with other areas of your business but has a set hourly rate if you would like her to do so. If the project also includes travel, this will be at your cost as well. For more information, please contact me directly.