



## We've been keeping New Zealand beautiful for decades

For 58 years, Keep New Zealand Beautiful (KNZB) has been at the heart of efforts to clean up and protect Aotearoa's stunning landscapes. Originally a government organisation, KNZB launched iconic campaigns like 'Be a Tidy Kiwi' and the 'Do The Right Thing' TV commercial—messages that have become an intrinsic part of Kiwi culture.

Today, we organise hundreds of community clean-ups every year, mobilising thousands of volunteers across the country. Our work also extends beyond clean-ups, with educational programmes, beautification initiatives, and campaigns aimed at fostering a long-term culture of environmental responsibility.

## Now, We Want to Partner With You

By partnering with KNZB, your business will align with a cause that Kiwis know and trust. Our sponsorship partners gain meaningful brand alignment, demonstrating practical environmental responsibility in action.

Beyond funding, sponsorship creates opportunities for team engagement. We can collaborate on co-branded clean-up grabbers and gear, ensuring your teams are proudly representing both your company and KNZB while making a tangible impact. Whether it's a company-wide clean-up day or ongoing involvement, we'll help you make a real difference.

Sponsoring KNZB also means gaining valuable exposure through our extensive media reach. As an iconic Kiwi organisation with a long-standing legacy, we regularly feature in traditional media and have a highly engaged online audience of over 20,000 followers. Our campaigns generate strong news angles, providing our partners with the opportunity to showcase their commitment to sustainability in a way that resonates with communities across Aotearoa. Through co-branded initiatives and shared storytelling, we'll help amplify your impact and position your business as a leader in environmental responsibility.

# Corporate sponsorship

Partnering with KNZB means aligning your brand with a wellknown, nationwide movement that encourages Kiwis to take pride in their surroundings. As a sponsor, you have the unique opportunity to enhance your corporate social responsibility initiatives while demonstrating your commitment to New Zealand's environment.

Our corporate sponsorship offers a range of benefits designed to raise your profile, engage your employees, and show your support for a tidier more beautiful New Zealand.

Each sponsorship is carefully tailored as a strategic partnership, so we will work with you to evaluate and develop the potential sponsorship.



## What's included

Talk to us about what we can include for your nominated sponsorship value. Opportunities include:

#### Social media mentions

Collaborative social media posts on KNZB's LinkedIn, Facebook and Instagram accounts, reaching our engaged following of 25,000 Tidy

### Co-branded Clean Up day

Organise a co-branded clean-up event, where your team will participate in cleaning up a local area. Great for staff engagement and team-building, and we'll supply the gear.



## Your logo on the KNZB website

Your company's logo will be featured on KNZB's website, showcasing your support for a cleaner New Zealand.



## Featured PR exposure

Your company will be featured in a dedicated PR story, which will be pitched to national and regional media outlets, showcasing your corporate social responsibility efforts to a wide

## Staff Engagement

Training opportunities for your staff to become environmental advocates, as well as certificates for participation in KNZB's clean-up and sustainability

