



WELLINGTON  
HERITAGE FESTIVAL  
26 OCT - 17 NOV 2024

# 2024 Festival Introduction

## About the Festival

Wellington Heritage Festival is a community-sourced heritage and culture festival celebrating the people, places, and stories of Te Upoko-o-Te-Ika / the Greater Wellington Region. All festival events are run by individuals, organisations, and communities. We promote their efforts using our website, social media, press coverage, printed brochures, and more.

The Festival first ran in 2017. Since 2023, our festival has been jointly delivered by the Rotary Club of Wellington and the Wellington Heritage Festival Trust, a charitable non-profit trust.

## 2023 Event Highlights

Our festival hosts a diverse range of events and sees many creative ways of engaging with heritage. During our 2023 celebrations, this included:

- ***Ode to Te Rauparaha*** – This Jim Moriarty performance, presented by Te Rūnanga O Toa Rangatira and Te Rākau Hua o Te Wao Tapu, shared the story of Te Rauparaha's journey.
- ***The Fabulous Carmen Rupe Walk Tour*** – Held in person and “virtually”, this tour shared the inspiring story of Carmen Rupe and her impact on the rainbow community in Pōneke.
- ***Marc & Marisha Time Travel Wellington*** – A fully voice-acted self-guided audio tour with a compelling story, this performance explored the fascinating history of Wellington waterfront.

If you would like to learn more about these events, or our festival in general, please click [here](#).

## A Continuing Growth

Last year, our efforts in reaching out to the community led to 105 events across the region – up from 62 events in 2022. Events came from Kāpiti to Kilbirnie and shared a diverse range of stories with more focus on mana whenua, multicultural communities, and the arts.

In 2024, we aim to continue this diversification and to grow our Festival into the Wairarapa.

## Sponsorship & Its Benefits

To make this all possible, we rely on sponsorships and grants. These come from councils, government organisations, private backers, and companies. We could not deliver the festival without sponsorship, and so we show our gratitude by advertising such support through:

- Social media posts highlighting each sponsor on our Facebook, Instagram, and LinkedIn.
- Inclusion of sponsor logos in all our primary public-facing communications. This includes:
  - On our website homepage.
  - In each of our email newsletters.
  - On all social media posts regarding major festival announcements.
  - On our brochure, 3,000 of which are printed and shared around the region.
- Where possible, your support will be highlighted in our press releases and festival articles.
- Sponsors are invited to write a blog post, hosted on our [website](#), discussing the work they do around heritage in Aotearoa. Said post will be hosted on our site indefinitely.



Wellington Heritage Festival Trust

