

Wellington Heritage Festival

Sponsorship & Partnership Opportunities 2026

A region-wide community-led festival of talks, tours, performances, hands-on heritage experiences, and more, across Te Upoko-o-te-Ika-a-Māui.

The Wellington Heritage Festival is one of the region's largest cultural programmes, celebrating the culture and heritage of Te Upoko-o-te-Ika-a-Māui (the Greater Wellington Region) annually since 2017.

Delivered by the Wellington Heritage Festival Trust (CC62729) and the Rotary Clubs of the Wellington Region through a diverse network of community-sourced events, our kaupapa brings together people, places, and stories from across the region in a highly engaged, accessible, and inclusive way.

Each year, the Festival activates heritage across multiple districts and communities, creating opportunities for participation, learning, and connection - both in person and online.



OUR KAUPAPA AT A GLANCE

Festival Overview

- Established: 2017
- **Format:** Community-led, region-wide heritage festival
- **Duration:** 22 days (3 weeks and 4 weekends)
- **Geographic reach:** Greater Wellington Region (Wellington City, Hutt Valley, Kāpiti Coast, Porirua, Wairarapa)

Recent Growth and Scale

Festival Delivery

- **2023:** 105 events, estimated 8,000–11,000 attendees
- **2024:** 156 events, estimated 15,000–20,000 attendees
- **2025:** Over **175 events**, estimated **15,000–18,000** attendees

Audience Reach (2025)

- Over 34,500 unique website visitors
- More than **1.3 million digital impressions** across Festival channels
- Media coverage in The Post, Wairarapa Times Age, Independent Herald, The Breeze, and more

This sustained growth reflects strong community demand, expanding regional participation, and deepening engagement with mana whenua, heritage and cultural organisations, businesses, councils, and central government partners.



IMPACT & ENGAGEMENT

Our Impact

Delivered through a lean, community-led model, the Wellington Heritage Festival achieves strong engagement relative to its scale.

Across just over three weeks annually, the Festival:

- Activates heritage through **well over 100 events**
- Engages **tens of thousands of people** in person and online
- Reaches audiences across urban and rural communities
- Supports a wide range of formats, from built heritage and transport history to performance, craft, archives, and kōrero

Why This Matters for Partners

The Festival's model enables:

- **High engagement per event**, driven by locally hosted and highly targeted programming
- **Strong digital reach**, extending the impact of in-person events
- **Authentic community connection**, with credibility that cannot be replicated through centralised programming
- **Supports the heritage sector**, by working with dozens of heritage organisations, councils, archives, and heritage sites to highlight their mahi

For partners, this offers a highly efficient platform for brand alignment, visibility, and values-based engagement regionally.



WHY PARTNER WITH US

A Values-Aligned Partnership

Partnering with Wellington Heritage Festival offers organisations the opportunity to align with a programme that is:

- **Community-led** – grounded in local knowledge, participation, and kaitiakitanga (stewardship)
- **Region-wide** – reaching audiences across Te Upoko-o-te-Ika-a-Māui
- **Culturally grounded** – supporting heritage and identity
- **Accessible and inclusive** – free or low-cost events for broad public participation
- **Credible and trusted** – delivered in collaboration with established organisations and community groups

Audience Profile

While the Festival reaches a broad cross-section of the community, engagement is particularly strong among:

- Adults aged **40–60**
- People with strong connections to history and community
- Highly engaged cultural audiences who value authenticity and learning
- Heritage and technical professionals

This makes the Festival a strong alignment opportunity for organisations seeking meaningful, values-driven engagement rather than transactional advertising.



PARTNERSHIP OPPORTUNITIES

Principal Partner Opportunity (One Available)

The Wellington Heritage Festival offers a single Principal Partner / Presenting Partner opportunity for 2026.

This partnership is designed for an organisation seeking:

- Prominent association with a region-wide cultural programme
- Long-term brand alignment with heritage, community, and place
- High-visibility recognition across Festival communications

Indicative contribution: \$40,000+

Potential benefits include:

- Logo inclusion alongside Festival logo placements
- Acknowledgement across key digital channels
- Recognition at major Festival moments (e.g. opening or closing events)
- Association with a trusted, established regional programme
- Direct contribution to Festival delivery, including staffing, coordination, and regional outreach

This partnership will be tailored in collaboration with the Principal Partner to ensure alignment with shared values and objectives.

To preserve clarity of association and ensure meaningful visibility, only one Principal Partner will be appointed.

Other Partnership Pathways

In addition to the Principal Partner opportunity, the Festival welcomes flexible partnership discussions, including support that contributes directly to Festival delivery and regional coordination.

Partnership pathways may include:

- **Festival Sponsors** – flexible funding supporting Festival delivery, staffing, and coordination
- **Regional Partners** – supporting delivery, travel, and community engagement in specific parts of the region (e.g. Wairarapa, Kāpiti Coast)
- **Project-Based Support** – funding for specific initiatives such as digital development, accessibility improvements, or targeted engagement projects
- **Event-Based Sponsors** – support for highlighted Festival moments, such as opening or closing events

All sponsors over \$1,000 receive recognition across Festival communications, including our website, social media, newsletters, and selected Festival moments.

We prioritise partnerships that are collaborative, values-aligned, and mutually beneficial, supporting the long-term sustainability and impact of the Festival.

We particularly value flexible funding that enables responsive delivery, coordination, and capacity across the Festival.

WORK WITH US

Let's Start a Conversation

The Wellington Heritage Festival is entering a new phase of maturity and regional impact. Strategic partnerships will play a key role in supporting the Festival's sustainability, professionalism, and continued growth.

We welcome conversations with organisations interested in:

- Supporting heritage and culture across the region
- Engaging meaningfully with communities
- Aligning their brand with a trusted, high-engagement regional programme

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**WELLINGTON
HERITAGE FESTIVAL**

Delivered By

Wellington Heritage
Festival Trust

