



# What's in our sponsorship packages?

While the primary benefit of sponsoring Save the Kiwi is that you'll literally be helping to save the kiwi, there are also a range of business benefits that you can access. Yes! Saving the kiwi is good for your business and for our precious taonga.

Pictured on the accompanying page are examples of some of the range of sponsorship benefits and activations available to our partners and supporters. If you think that one or more of these might aid your business, or if you'd just like to help, please email [ross@savethekiwi.nz](mailto:ross@savethekiwi.nz)

We hope you'll consider joining our sponsorship whānau to help us to Save the Kiwi.

Ngā manaakitanga,  
Ross Halpin

Pou Matua Rapu Pūtea  
GM – Marketing & Sponsorship  
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## Designation & use of trademark



## Social Media Content

**Kiwis for kiwi**  
331 followers  
45 •

We are proud to partner with **TSB New Zealand** who joined the **Kiwis for kiwi** sponsorship whānau last year and at the same time came onboard as TSB Kiwi Couriers. When they get the call up from our team on the ground, a TSB employee can use their TSB for Good volunteer leave day to collect a kiwi egg or chick that has been found in the wild and transport it to the **Crombie Lockwood Kiwi Burrow** in Wairakei, just out of Taupō. A few weeks ago, TSB Sponsorship Manager **Geoff Hitchcock** and his son Carter (whose birthday it was that day!) did a reverse trip: they collected a kiwi from the burrow that was ready to be released back into the wild in the **Parimihiri Forest** in Taranaki. Look at TSB's Kiwi Courier jeep! The bank also offsets its carbon emissions by planting trees for every trip taken which we think is awesome. It's an honour to partner with such passionate Kiwi companies that love our national icon as much as we do. [#kiwisforkiwi](#) [#kiwiconservation](#) [#nzconservation](#)

0:12 / 0:23

**Jarden**  
6,236 followers  
1mo • Edited •

On 15 October Jarden will celebrate 'Save the Kiwi Day,' an initiative to support community partner **Kiwis for kiwi** in its mission to take our national icon from endangered to everywhere. Read more below.

**Jarden's 'Save the Kiwi Day' Aims to Help Protect National Icon**  
jarden.co.nz • 2 min read

## Editorial Content

INSTALL A RHEEM

# ON A MISSION TO SAVE THE KIWI

Rheem has been an iconic manufacturing brand in New Zealand for over 60 years and collaborating with **Save the kiwi** to grow our iconic kiwi population is a way of giving back to our community.

New Zealand's native forest has got to be one of the best places on earth. When you're deep in the heart of it, all you can see is green. Rich soil and the crunch of dead leaves under your feet emanate a damp earthy aroma – you can smell it right now, can't you? Above, the gentle rustling of the canopy makes you feel like you're a million miles away from reality, the wind creating sounds that the city just can't replicate.

And the best bit? The chorus of birdsong all around. The flitter of a piwakawaka's wings, the melody of a tūi's song, and the iconic sound of a kereru's wings as it defies gravity and somehow makes it to the next branch, merge to create a special sound, and a special experience, that can only be found in Aotearoa.

The only sound that's missing? The call of the kiwi.

Just a few hundred years ago, New Zealand was home to millions of kiwi. If you'd been on one of the first boats to land on our shores, there were probably so many running around that you could have accidentally stood on one during a midnight stumble from your house to the long drop. But as kiwi habitat was cleared to make way for farmland and predators were introduced (and ironically more predators were introduced to control the first predators... we're looking at you ferrets), kiwi numbers have been slashed and today the population hovers

at around 68,000 – and that number continues to drop at around 2% every year.

New Zealanders identify themselves as 'Kiwis'. In fact, introduce yourself to someone overseas and chances are they'll call you a 'Kiwi' too. But if the kiwi population continues to drop at this rate – 2% a year works out to around 20 birds a week – and if no one was to step in and do anything about it, there's a very real risk that our namesake could disappear from the wild within a few generations. And then what would we call ourselves?

Some people might think it's ironic that we've been named after this small, flightless, seemingly defenceless bird that sleeps all day. In fact, the kiwi is all sorts of inspiration.

It's clever. Incredibly clever. Why wouldn't you sleep all day so you can party all night, right?

It's cute. Everyone loves it. You see a photo of a cute cuddly kiwi and unless you have no heart you instantly turn into mush because of the fluff.

It's feisty. It doesn't often take the first punch but if it's backed into a corner, it will sure as hell stick up for itself, so beware its kick.

It's the underdog that we love to see overcome the improbable. Despite its small stature, tiny wings (yes it has wings, but they're only an inch long and are basically useless), and general quirks (in proportion to its body size it lays a bigger egg than almost any other bird, and it's

Save the kiwi (formerly **Kiwis for kiwi**) works alongside iwi, conservation groups, communities, organisations, and the Department of Conservation Te Papa Atawhai to reverse the 2% decline of the national kiwi population and create more kiwi-safe habitat all over Aotearoa.

The only bird in the world with nostrils at the tip of its beak, the kiwi is slowly coming back from the brink.

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Save the kiwi can't imagine a New Zealand without the kiwi. That's why we're proudly leading the rescue mission to save the kiwi, and why we're spreading the word to get every New Zealander behind the mission too.

To find out more about **Save the kiwi** and to get behind the cause, visit [www.savethekiwi.nz](http://www.savethekiwi.nz).



## Incredible Experiences



## Kiwi "Naming"





## Kiwi Couriers



## Staff Volunteer Days



## On Pack Promotions

