# Wellington Round The Bays



Encourage everyone in the Greater Wellington region to have a lifelong involvement in sport and active recreation



#### **ENHANCE**

the positive impact physical activity on our communities

#### **BUILD**

pre-event excitement

#### **INCREASE**

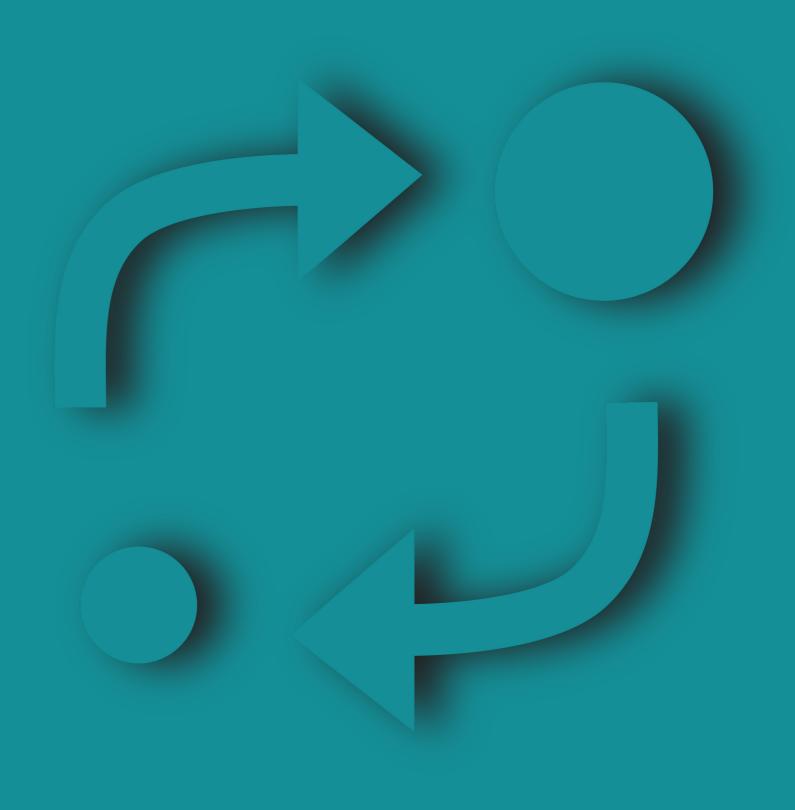
awareness of Round the Bays Wellington

#### **SHOWCASE**

the benefits of participating

#### **HELP**

increase Sport Wellington's involvement in the local sporting community.



11% of families live in the Wellington region

**34.6%** of those families having at least one child under the age of 18.

**5-14** year olds have the lowest participation rates

**45,000+** children enrolled in 193 primary/intermediate schools across the greater Wellington region

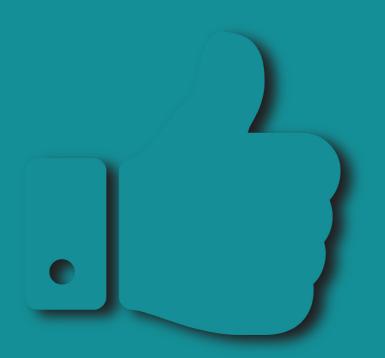


### Where Round the Bays is setup well for families

- Open to all age groups
- Encourages good health and well being
- Fun summer family event

#### Where there's potential

- Cultivating new ways to create awareness of the event throughout the region to form a stronger identity
- Different approaches to creating pre and post-event excitement





## Our Vision

Fostering and cultivating a passion for sports and being active amongst families is vital to their development and we want to try help encourage this through Round the Bays.

#### **Programme and Kit**

Initiating excitement and knowledge for Wellington Round The Bays within primary schools



## T-shirts and Customization



#### Murals







#### **Sponsors**



#### Journey Map

