

Private Sector Funding

Stadia Benchmarking Notes



The New Dunedin Stadium

the marketing bureau ltd
12 June 2008

Introduction

These benchmarking Notes are the result of attempts to build a detailed profile of the Private Sector Funding Products & Performance for the following stadia:

Skilled Park

Westpac Stadium

AMI Stadium.

The results have highlighted some key points:

Westpac Stadium

The only comparable stadium in terms of the Dunedin Project is Westpac Stadium in Wellington. This is a relatively recent development and has a PSF history that is straightforward and can be readily compared with the Dunedin situation. Details are provided in these notes of the PSF Products & Pricing as described and promoted by the Stadium.

Skilled Park

Skilled Park is distinctly different. It is a one sport, one tenant stadium that offer products on a seasonal (i.e. one season at a time basis). Furthermore, all PSF Product was fully sold within a very short time of launch to a waiting list of purchasers who had registered interest via the website during the previous 6 months. Skilled Park offers no comparable data that is of any value in assessing the Dunedin situation and experience. Nonetheless, details are provided in these notes of the PSF Products & Pricing as described and promoted by the Stadium.

AMI Christchurch

AMI is a long established stadium with some significant development underway both recently and currently. However, information on PSF Products is hard to come by (even for potential purchasers) and sales performance data is unavailable in any detail. The information contained in these notes, therefore, is very limited.

Head Naming Rights

The performance of stadia in securing a Head Naming Rights Sponsor is sufficiently inconsistent as to allow no conclusions to be drawn about this high value commercial product in terms of likely or potential timing.

Furthermore, benchmarking the dollar value of a Head Naming Rights Sponsorship is made virtually impossible by the lack of available data and the unwillingness of most stadia to share that number. The only accurate number we have been able to obtain is a figure of \$6 million for the Westpac Stadium (provided by Stadium Management) and anecdotal evidence of an unconfirmed \$6 - \$8 million "range" for AMI Stadium.

Westpac secured a head naming Rights Sponsor in December 1995, some time before the Project was confirmed. This delay was accounted for by a difficult and lengthy Resource Consent Process (see " Road to Opening Day" below)

Skilled Park – The Skilled Group were confirmed in Sep 2006, which was approximately 15 months prior to opening and about 9 months after construction.

AMI does not provide a valid comparison as this Sponsorship is a replacement of an expired Naming Rights for an existing stadium.

Emirates were not confirmed until the major enabling works were complete and the stadium started construction

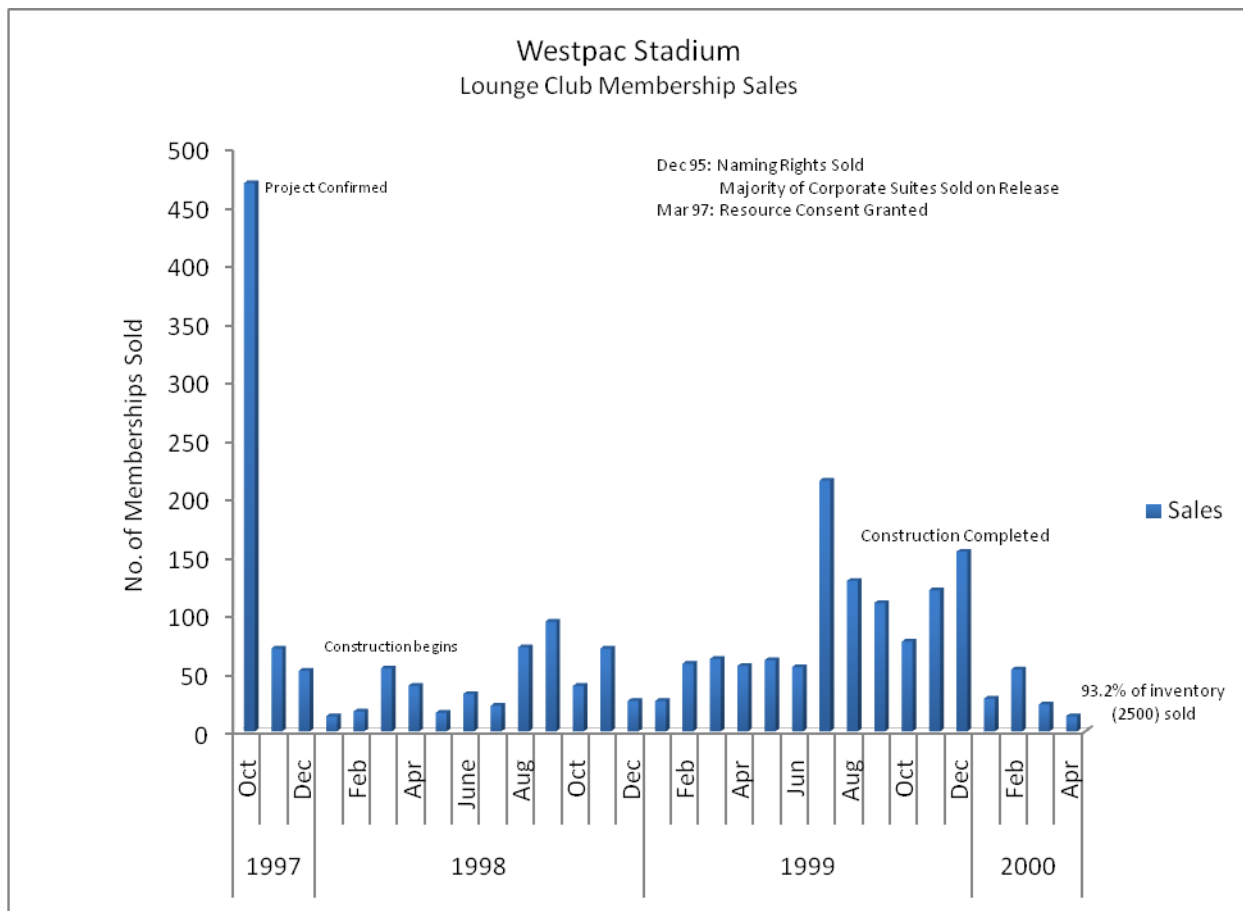
Allianz were confirmed just 2 months before construction began

Ricoh Arena, Coventry announced about 4 months before the stadium opened for the 2005/2006 football season.

The following pages provide varying degrees of detail on products, pricing and sales for the benchmarked stadia researched (Westpac, AMI and Skilled park)



Westpac Stadium
Wellington



*Note that project confirmation refers to the private sector funding project (i.e. commencement of sales)

Key Points

- Westpac marketed just two Products – Corporate Suites and Lounge Club Memberships
- The confirmation of the private sector funding project (launch of sales process) did not start until resource consent had been granted and after the construction contract was let
- Westpac Stadium Lounge Club Sales following the launch of the sales process reached 470 Memberships (Oct 97)
- The adult population ratio of Dunedin versus Wellington is 1 : 4

Westpac Stadium

- Dunedin Sales currently sit at 505 Memberships
- The Dunedin “rate of sale” is, therefore, significantly greater than that accomplished by Westpac.
- Following Project Confirmation, Westpac Lounge Club Membership sales equated to 20% of their total inventory
- Dunedin “sales” currently sit at 35% of total inventory
- Whilst Westpac has a significantly greater inventory of Corporate Suites (69), application of the adult population ratio makes Dunedin (18) roughly comparable
- Dunedin has sold 100% of its Corporate Suite inventory
- Westpac has yet to sell its full Corporate Suite inventory
- The Westpac Sales Pattern provides a clear indication that key milestones contribute directly to product sales. Following commencement of sales, Westpac did not experience another significant leap in product sales until the roof was completed in July 1999 (21 months after the sales process commenced)
- Notwithstanding the strong Dunedin sales performance thus far accomplished, the Westpac Sales Pattern should indicate a conservative expectation the future Dunedin Sales pattern
- The socio-economic profiles of the Dunedin, Otago & Southland Regions are significantly different from the Wellington Region with lower levels of adult and household incomes, higher levels of unemployment and a declining population. Further, most economic indicators show Dunedin performing at below the New Zealand average
- The level of sales currently achieved should be seen in this light and be regarded as a strong indicator of support for the stadium
- Sales achieved thus far have been exclusively from targeted, invited groups (e.g. ORFU Suite Holders & Ground Members, Chambers of Commerce, Business Owners & Operators etc). These have been largely limited to Dunedin with Otago and Southland yet to be comprehensively targeted
- There is good reason to believe that, once a range of membership and seating products are launched onto the wider marketplace and throughout the region, strong sales performance should result based on this strong base of goodwill towards the stadium
- Dunedin has developed a wider range of seating and membership products than Westpac, offering a range of pricing options designed to appeal to a wider target audience and broader socio-economic spread

Road to Opening Day

1991

Wellington Rugby prepares plans to redevelop Athletic Park.

1993

WCC and sports codes begin planning multi-purpose stadium on Basin Reserve.

September 1993 Porirua supporters promote Aotea as stadium site.

1994

February 1994 Government agrees to make railyard site available and planning focus moves there.

Petition to support the railyards is circulated.

June 1994 Feasibility study says 41,000 seat stadium will cost \$70m.

August 1994 Sir Wilson Whineray assesses regional options and opts for railyard as best site ahead of Porirua (Aotea) and Lower Hutt (Fraser Park).

1995

July 1995 Wellington City Council agrees to \$15m loan as base funding.

August 1995 Wellington Regional Council poll shows 75% support across region for ratepayer funding. Council gives conditional approval for \$25m loan.

December 1995 Naming rights sold to Westpac, corporate box sales commence.

New Zealand Lottery Grants Board awards \$4 million grant

1996

February 1996 Community Trust of Wellington awards \$3 million grant

July 1996 First resource consent application fails in face of residents' opposition. Planning begins on more expensive model to accommodate design change requirements.

November 1996 New plans unveiled.

1997

March 1997 New proposal gets resource consent.

August 1997 Fletcher Construction wins contract.

October 1997 Membership sales commence (2500 to sell to raise \$30m capital).

1998

12 March 1998 Tapu lifted on ground – construction commences.

June 1998 The first long raker beam to support seating units was lifted into place. The following month the first concrete seating unit was placed.

November 1998 Fletchers lifted the first roof section into place, and wall cladding started in December.

October 1998 First roof segment in place.

1999

April 1999 Cricket block was laid.

April 1999 Circle of concrete seating sections was closed.

May 1999 Cricket pitch mowed for first time.

June 1999 Roof completed.

Staff recruited – trained at Te Ati Kimihia.

Work started on laying outfield.

November 1999 Stadium Trust offices opened and occupied.

17 December 1999 Stadium given Code of Compliance certificate by Wellington City Council.

Project completed and handed over to Stadium Trust after 21 months of construction, two weeks ahead of schedule. Project is within budget.

2000

3 January 2000 Official opening by Governor General.

The following are key product & pricing descriptions published by Westpac Stadium:

What is the Deloitte Club?

- A 15 year Stadium Membership
- Limited to 2,600 memberships and fully sold
- Membership includes access to all sporting events at Westpac Stadium and priority booking rights for most other events

Deloitte Gallery: Level 4

The exclusive members' dining room on level 4 comfortably seats up to 750 diners on event days. There are over 800 tiered viewing seats, as well as bar leaners and stools in the Deloitte Gallery/Lounge from which you may choose to watch an event.

The Deloitte Gallery offers fine dining as well as premium quality wines, beers and spirits. Diners are seated at tables for 10. Meal prices are fixed and must be paid in advance when booking. Wine and other drinks may be paid for by credit card or with cash and drinks tabs may be set up.

Dining times vary depending on the type of event at the Stadium. Dining arrangements are always advised in advance of events. Reservations are essential. Members should book through the Stadium members' line (0508 MEMBER - 0508 636237) no later than three days before an event. At some events, a limited number of walk-up bookings may be available on the night of the event.

Entry to the Deloitte Gallery faces the escalator on level 4.

Deloitte Lounge: Level 4

The Deloitte Lounge accommodates up to 500 members in a casual setting, with food options such as a carvery and salads. It is not necessary to reserve dining in this lounge.

There are two bar areas and bar leaners and stools throughout the lounge. The Lounge has some tiered seating with a great view of the central playing area.

At some events, post entertainment takes place in this lounge after the final whistle.

The Deloitte Lounge is found beside the Deloitte Gallery on Level 4, and an internal corridor interconnects the two.

Deloitte Clubroom: Level 3

The Deloitte Clubroom can accommodate members in casual surroundings for casual hot food (such as fish and chips, gourmet hamburgers) and drinks. It contains bar leaners and stools from which you may view the event.

The Clubroom can be reached from the escalator on level 3 or directly through sliding doors from the top of the Stadium seating bowl between aisles 12 and 16.

Complimentary coffee is available in all members' lounges during events.

Members' Help Desk at Events

There is a members' help desk on Level 1, just inside the VIP entrance. The desk is staffed on event days from gate opening time until the commencement of the event. All pre-purchased guest passes should be collected from this desk before an event commences.

Members requiring assistance after the start of an event should go to the Information Desk at Aisle 18 on the concourse.

Corporate club

For business and individuals looking for high quality stadium hospitality the exclusive facilities of the Westpac Stadium Corporate Club will meet all your needs.

The exclusive club on Level 4 is limited to 96 members.

Entry to all Stadium events

- Members of the Corporate Club enjoy guaranteed, transferable tickets to all regular sporting events. (This excludes Rugby World Cup and other similar international events)
- Members will also have priority booking rights for concerts and international special events.

Premier Level Four Facilities

- Enjoy the relaxing atmosphere of a level four lounge with full bar and restaurant service, comfortable furnishings including couches, bar leaners and two wide screen TV's.
- Upholstered outdoor seating is provided on a covered balcony outside the lounge.

Exclusive membership benefits

- Event-day car parking (One per four memberships) for the entire membership period.
- Car parks are under the bleachers, conveniently near to the Northern lift for easy access to the Corporate Club Lounge.
- Members gate entry – no queuing.
- Complimentary buffet dinner for both days of the International Sevens Tournament and All Black Rugby International match.
- Guest privileges - Members may invite guests into the Corporate Club Lounge at selected events use at a limited number of events.
- Reciprocal rights arrangements with North Harbour Stadium and AMI Stadium, which provide the opportunity to buy tickets and members hospitality packages for premium events. These arrangements are negotiated on an annual basis and may be subject to change

Term

Membership is on a two year term. The next term will be from 1 February 2009 to 31 January 2011

How to purchase

To arrange a visit or for further information please contact the [Corporate Box Manager](#) or call 04 470 0416

Corporate Suites :: Long term hire



The best seats, top class dining and unique big match atmosphere make a Corporate Box at Westpac Stadium an ideal opportunity to build relationships with clients or reward staff.

Lease a Westpac Stadium corporate box and enjoy:

- Exclusive entry for you and your guests to all regularly scheduled sporting events including International Sevens and All Black Test matches.
- Priority rights to purchase tickets for concerts at the Stadium
- Two Stadium Car parks
- Use of the Corporate Box on non-event days for meetings and functions
- A minimum of six guest passes for after-match hospitality

Boxes available are 16, 18 or 24 seats.

Corporate Suites :: Individual events



The ultimate viewing of any sports game in Wellington is from a level four corporate box.

With your choice of a 16, 18 or 24 seat box you will be able to entertain your guests in style, enjoying the opportunity of one on one networking with clients, or celebrating with friends and work colleagues.

Whether you are taking in the sports action from your VIP seats in the covered outdoor balcony or following the game from the in-box TV's as you enjoy the comprehensive arrange of food and fine wines and beers available, a stadium corporate box is the ideal environment for private entertainment.

Event hire package includes

- Two course buffet meal
- Comprehensive beverage selection and bar tab service
- Personal service of a box host waiter
- Members gate entry
- Reserved covered seating on level four balcony
- Full hospitality provided from two hours prior to match until 2 hours after match

Note: Beverage costs and waiter costs are additional for all events. Meal cost is included in box hire price for all events except for Rugby Test Matches and the International Sevens tournament.

Available Boxes

Event	Date	Capacity	Pricing
International Rugby: New Zealand vs South Africa	05 Jul	24 seat	<ul style="list-style-type: none"> 24 person box: \$21,480 plus GST
Air NZ Cup: Wellington vs Hawkes Bay	01 Aug	16, 18 or 24	<ul style="list-style-type: none"> 16 person box: \$2,160 plus GST 18 person box: \$2,430 plus GST 24 person box: \$3,240 plus GST
Air NZ Cup: Wellington vs Counties	15 Aug	16, 18 or 24	<ul style="list-style-type: none"> 16 person box: \$2,160 plus GST 18 person box: \$2,430 plus GST 24 person box: \$3,240 plus GST
Wellington Phoenix vs Queensland Roar	17 Aug	16, 18 or 24	<ul style="list-style-type: none"> 16 person box: \$2,160 plus GST 18 person box: \$2,430 plus GST 24 person box: \$3,240 plus GST
Wellington Phoenix vs Melbourne Victory	24 Aug	16, 18 or 24	<ul style="list-style-type: none"> 16 person box: \$2,160 plus GST 18 person box: \$2,430 plus GST 24 person box: \$3,240 plus GST
Air NZ Cup: Wellington vs Bay of Plenty	30 Aug	16, 18 or 24	<ul style="list-style-type: none"> 16 person box: \$2,160 plus GST 18 person box: \$2,430 plus GST 24 person box: \$3,240 plus GST
Air NZ Cup: Wellington vs Waikato	13 Sep	16, 18 or 24	<ul style="list-style-type: none"> 16 person box: \$2,160 plus GST 18 person box: \$2,430 plus GST 24 person box: \$3,240 plus GST
Wellington Phoenix vs Central Coast Mariners	14 Sep	16, 18 or 24	<ul style="list-style-type: none"> 16 person box: \$2,160 plus GST 18 person box: \$2,430 plus GST 24 person box: \$3,240 plus GST
Air NZ Cup: Wellington vs Tasman	27 Sep	16, 18 or 24	<ul style="list-style-type: none"> 16 person box: \$2,160 plus GST 18 person box: \$2,430 plus GST 24 person box: \$3,240 plus GST
Wellington Phoenix vs Sydney FC	28 Sep	16, 18 or 24	<ul style="list-style-type: none"> 16 person box: \$2,160 plus GST 18 person box: \$2,430 plus GST 24 person box: \$3,240 plus GST
Wellington Phoenix vs Queensland Roar	26 Oct	16, 18 or 24	<ul style="list-style-type: none"> 16 person box: \$2,160 plus GST 18 person box: \$2,430 plus GST

Wellington Phoenix vs Newcastle Jets	23 Nov	16, 18 or 24	<ul style="list-style-type: none"> • 24 person box: \$3,240 plus GST • 16 person box: \$2,160 plus GST • 18 person box: \$2,430 plus GST • 24 person box: \$3,240 plus GST
Wellington Phoenix vs Melbourne Victory	28 Nov	16, 18 or 24	<ul style="list-style-type: none"> • 16 person box: \$2,160 plus GST • 18 person box: \$2,430 plus GST • 24 person box: \$3,240 plus GST
Wellington Phoenix vs Perth Glory	13 Dec	16, 18 or 24	<ul style="list-style-type: none"> • 16 person box: \$2,160 plus GST • 18 person box: \$2,430 plus GST • 24 person box: \$3,240 plus GST
Wellington Phoenix vs Central Coast	19 Dec	16, 18 or 24	<ul style="list-style-type: none"> • 16 person box: \$2,160 plus GST • 18 person box: \$2,430 plus GST • 24 person box: \$3,240 plus GST
Wellington Phoenix vs Newcastle Jets	04 Jan	16, 18 or 24	<ul style="list-style-type: none"> • 16 person box: \$2,160 plus GST • 18 person box: \$2,430 plus GST • 24 person box: \$3,240 plus GST

Event packages

For business and individuals looking for a great environment for client entertainment the exclusive facilities of the Corporate Club will meet your needs.

Greeted by the lounge maître d, guests enjoy the relaxing atmosphere of a level four lounge with full bar and restaurant service, comfortable furnishings including couches, bar leaners and two wide screen TV's.

You can catch all the big match experience from the comfort of upholstered outdoor seating on the covered balcony outside the lounge.

Event hire package includes

- Two course buffet meal
- Comprehensive beverage selection and bar tab service (beverage costs are additional to package price)
- Members gate entry
- Reserved covered seating on level four balcony
- Full hospitality provided from two hours prior to match until 2 hours after match.

Event packages available from the stadium

- [International Rugby: New Zealand vs South Africa](#)

Pricing is \$800 inc GST per person

- [Air NZ Cup: Wellington vs Hawkes Bay](#)

Pricing is \$135 inc GST per person

- [Air NZ Cup: Wellington vs Counties](#)

Pricing is \$135 inc GST per person

- [Wellington Phoenix vs Queensland Roar](#)

Pricing is \$135 per person including GST

- [Wellington Phoenix vs Melbourne Victory](#)

Pricing is \$135 inc GST per person

- [Air NZ Cup: Wellington vs Bay of Plenty](#)
Pricing is \$135 inc GST per person
- [Air NZ Cup: Wellington vs Waikato](#)
Pricing is \$135 inc GST per person
- [Wellington Phoenix vs Central Coast Mariners](#)
Pricing is \$135 inc GST per person
- [Air NZ Cup: Wellington vs Tasman](#)
Pricing is \$135 inc GST per person
- [Wellington Phoenix vs Sydney FC](#)
Pricing is \$135 inc GST per person
- [Wellington Phoenix vs Queensland Roar](#)
Pricing is \$135 inc GST per person
- [Wellington Phoenix vs Newcastle Jets](#)
Pricing is \$135 inc GST per person
- [Wellington Phoenix vs Melbourne Victory](#)
Pricing is \$135 inc GST per person
- [Wellington Phoenix vs Perth Glory](#)
Pricing is \$135 inc GST per person
- [Wellington Phoenix vs Central Coast](#)
Pricing is \$135 inc GST per person
- [Wellington Phoenix vs Newcastle Jets](#)
Pricing is \$135 inc GST per person

For event packages sold by the stadium, the corporate club is used.



Skilled Park Stadium

Gold Coast Australia.

Home of the Gold Coast Titans.

In terms of benchmarking product sales patterns, this stadium does not offer a comparable situation for Dunedin.

This stadium is an exception to almost every rule associated with seating product sales. It is totally sold out in its first season of activity, and operates on a season by season (12 only matches) booking basis.

Renewal of all products is annual.

The club took names and addresses of potential purchasers on their web site just 12 months out and contacted them 6 months out and sold out.

They now have a waiting list for everything except general public seating.

	Capacity	Annual Cost (Australian Dollars)	Per Person Per Annum
Corporate Boxes			
Off Centre	12 seat	26,928	2,244
	18 seat	37,362	2,076
Centre Line	12 Seat	31,680	2,640
	18 seat	43,956	2,442
OCRs	8 seat	14,990	1,874
	10 seat	18,000	1,800
	12 seat	22,500	1,875

The following are key product & pricing descriptions published by The Gold Coast Titans:

Chairman's Club



The Chairman's Club is your chance to network with Gold Coast's business elite. Held in one of Skilled Park's elegant function rooms, your 2008 investment will include a scrumptious two course menu along with a selection of beverages before each game. Seated on a table amongst prominent, like-minded Gold Coast business owners your membership to the Chairman's Club will become an invaluable business asset. Then take your position in our premium Chairman's Club seating to enjoy all the excitement of a Titans home game. This is your seat for life** at Skilled Park!

Benefits:

- One Personal Seat Right (PSR) in the Chairman's Club section* of Skilled Park stadium for life**
- 1 table place at our 5 star VIP lunch or dinner on game day – including two course menu and standard beverage package 60 minutes before the start of the main game, until conclusion of the match
- VIP service from our attentive wait staff
- Big League match day program
- Jetstar Gold Coast Titans Corporate Merchandise Pack – includes one exclusive Chairman's Club polo shirt and cap
- Access to purchase tickets to other Jetstar Gold Coast Titans corporate marquee events, such as the Gala Charity Ball, Corporate Golf Day and The Paul Broughton Medal Awards Night (subject to availability)
- Invitation to the Meet the Players Barbeque
- 10% discount on merchandise items from the Jetstar Gold Coast Titans merchandise store located in Robina Town Centre
- 1/8 page listing in the 2008 Jetstar Gold Coast Titans Corporate Directory
- Access to purchase tickets to Jetstar Gold Coast Titans home finals games and the NRL Grand Final (subject to availability)

*Allocation of seats will be done via Ticketek

Skilled Park

**The term life and lifetime refers to the period for which the Jetstar Gold Coast Titans are granted a license to compete in the National Rugby League competition and have a home venue at which to play. Please refer to the full Terms & Conditions of the PSR found on www.titans.com.au

Please note that the Chairman's Club function has a strict dress code. Guests are expected to wear long pants, covered shoes, collared shirt or approved Jetstar Titans apparel (Jersey's and Polo Shirts). Guests wearing shorts, singlets or thongs will not be admitted to the function.

2008 Investment - \$5,990

Option to upgrade to Palladium Club dining - \$7,095

Price includes GST and premium reserve seating for 2008 in the Chairman's Club section of Skilled Park Stadium* as well as hospitality at the pre-game Chairman's Club function.

Please note that a PSR Renewal fee applies for each season.

*The term life or lifetime refers to the period for which the Jetstar Gold Coast Titans are granted a license to compete in the National Rugby League competition and have a venue at which to play.

Suites and Boxes

CORPORATE SUITES (SOLD OUT)

The superior Corporate Suites are the best in private corporate entertaining that Skilled Park offers. Available in two sizes, 18 seats or 12 seats, each air-conditioned suite has its own inside dining area, with adjacent outdoor seating to enjoy all the on-field action. Our exclusive Corporate Suites really are the premium way to enjoy the excitement of Jetstar Gold Coast Titans games with your valued corporate guests.

BENEFITS

- Use of a 12 or 18 seat Platinum or Executive Corporate Suite for all Jetstar Gold Coast Titans regular season home games in 2008
- In-suite television showing all the live game action, as seen on the big screen
- Big League match day programs
- Access to purchase tickets to Jetstar Gold Coast Titans marquee corporate events, such as the Gala Charity Ball, Corporate Golf Day and The Paul Broughton Medal
- Awards Night (subject to availability)
- ¼ page listing in the 2008 Jetstar Gold Coast Titans Corporate Directory (please note a cut off date for inclusion applies)
- Access to purchase tickets to Jetstar Gold Coast Titans home finals and the NRL Grand Final (subject to availability)

CATERING

- All catering is ordered through Michael O'Brien Catering Pty Ltd
- They offer an extensive range of menu options for in-suite dining of your choice
- Beverage service is based on your selected choice of beverage package alternatives
- VIP service from attentive wait staff
-

INVESTMENT

Executive Suite	Platinum Suite
12 Seat – \$26,928.00	12 Seat – \$31,680.00
18 Seat – \$37,362.60	18 Seat – \$43,956.00

Please note prices include GST and a beverage starter pack.

Prices listed are for hire of facility only, catering options are not included.

Prices based on regular NRL season (12 home games) and excludes trial matches, finals series and grand final.

CORPORATE BOXES (SOLD OUT)

Our range of open-air Corporate Boxes have been uniquely designed to put you in the middle of the action for each Jetstar Titans game. Soak up the atmosphere from some of the best match viewing seats within Skilled Park. Each Corporate Box has its own flat screen television to catch the big screen entertainment, while your food and beverage needs are catered by attentive wait staff. Bring your friends, family or corporate guests along to cheer on the Jetstar Gold Coast Titans from some of the best seats in the house.

BENEFITS

- Use of a 8,10 or 12 seat Corporate Box for all Jetstar Gold Coast Titans regular season home games in 2008
- In-box flat screen television showing all the live game action, as seen on the big screen
- Big League match day programs
- Access to purchase tickets for other Jetstar Gold Coast Titans corporate marquee events, such as the Gala Charity Ball, Corporate Golf Day and The Paul Broughton Medal Awards Night (subject to availability)
- 1/8 page listing in the 2008 Jetstar Gold Coast Titans Corporate Directory (please note a cut off date for inclusion applies)
- Access to purchase tickets to Jetstar Gold Coast Titans home finals and the NRL Grand Final (subject to availability)

CATERING

- All catering is ordered through Michael O'Brien Catering Pty Ltd
- They offer an extensive range of menu options for in-box dining of your choice
- Beverage service is based on your selected choice of beverage package alternatives
- VIP service from attentive wait staff

INVESTMENT

8 Seat Corporate Box - \$14,900

10 Seat Corporate Box - \$18,800

12 Seat Corporate Box - \$22,500

Please note prices include GST and a beverage starter pack.

Prices listed are for hire of facility only, catering options are not included.

Prices based on regular NRL season (12 home games) and excludes trial matches, finals series and grand final.



AMI Stadium
Christchurch

This is an established stadium and is experiencing strong demand for its products. In terms of benchmarking product sales patterns, this stadium does not offer a comparable situation for Dunedin.

Furthermore, detailed product information is very difficult to source, not being present on the stadium website and individual approaches to the stadium administration being a tortuous experience.

The below, therefore, is the extent of what we have been able to learn.

The purchaser nominates his own term of contract from 3, 5 or 10 years.

They currently have 115 OCR's and will install more in the new Deans building.

They will not be including any more Corporate Suites in the Deans Wing but will have Lounge Clubs of 100 De Luxe members as well as areas holding up to 2500 in superior spaces.

Corporate Suites.

A total of 63 at an average of \$70,000 per annum.

OCR's

12 x Seat facilities range from \$18750 to \$25000 per annum.

15 x Seat facilities range from \$24000 to \$30000 per annum.

Lounge Clubs.

Scenic Circle Club. Membership 2500 x \$1400

Nor West Club. Membership 160 x \$1250

All products are transferable.

All products are plus GST