



ONEMAHURANGI
BUSINESS ASSOCIATION

One Mahurangi Sponsorship

The Mahurangi area is experiencing significant growth and change, providing exciting opportunities for business establishment and expansion in the region.



One Mahurangi Business Association is dedicated to supporting the growth of a strong, local economy. We support local businesses including those in the Warkworth BID area and the wider Mahurangi region. Together we are stronger. One Mahurangi supports growth in the local business community by:

- representing Mahurangi businesses with one strong, united, voice so their concerns are heard by local and central government
- providing events, workshops, expertise, and information that help local businesses prosper
- creating a strong network of local businesses committed to helping each other grow
- offering marketing and promotional opportunities and support
- lobbying for land use and infrastructure that supports business growth and prosperity

While One Mahurangi receives funding in part through the Auckland Council BID Partnership, our sponsors fill a critical gap enabling us to do the work we do. Our sponsors are community leaders who care about Warkworth, the wider Mahurangi area, and building a prosperous region through community collaboration and economic commitment.

Become a Sponsor. Join us today!



www.onemahurangi.co.nz/one-mahurangi-our-sponsors/



@onemahurangi



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STRONGERTOGETHER

With contributions from our generous sponsors, One Mahurangi can support local businesses to take advantage of the rapid growth within our region.

A Snapshot

Warkworth provides the main service and commercial hub for the Mahurangi area, is the largest town between Auckland and Whangarei, and is the gateway to the Matakana Coast.

Warkworth's urban area is currently experiencing a substantial amount of growth with 1,000ha of future urban zoned land to be developed for business, commercial, industrial and residential use north and south of the existing town centre.

By 2043, the number of households in Warkworth is expected to increase to nearly 12,000, with an increase of about 27,000 expected in the wider Mahurangi area.

One Mahurangi will continue to advance initiatives started by One Warkworth.

This includes being actively involved in land use and infrastructure planning processes for the future expansion in the region, specifically around future commercial land requirements and transport networks (Matakana Link Road, Sandspit Road, Hill Street, Western Collector, and the SH1 southern interchange).

With the new Puhoi to Warkworth motorway expected to be finished in early 2023, One Mahurangi is the organisation best positioned to support local businesses wanting to enter and grow in the local market.

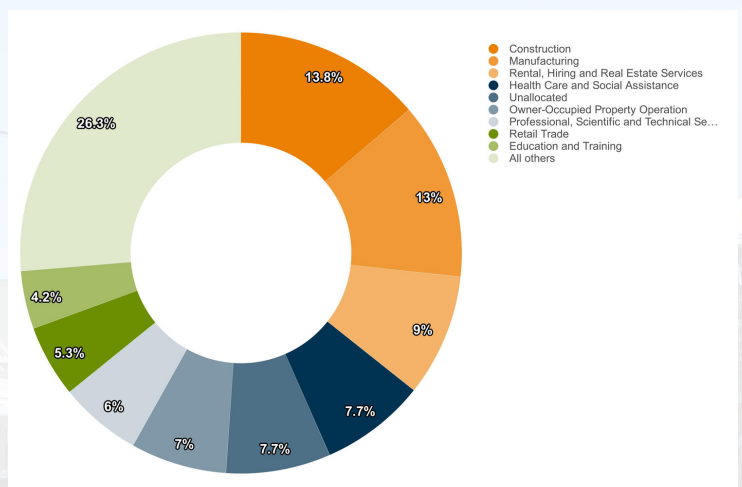
Structure Of the Mahurangi Region's Economic Profile 2021:

ECONOMY AT A GLANCE

GDP, 2021		
LEVEL	REGIONAL GROWTH	NATIONAL GROWTH
\$2,543	0.6%	-1.2%
million in 2021 prices	Rodney	New Zealand

RODNEY ECONOMIC PROFILE

Economy	Employment	Productivity
GDP (2021 prices)	Filled jobs	GDP per filled job
\$2,543m	22,135	\$114,908
0.6% growth in 2021	1.8% growth in 2021	-1.2% growth in 2021
Population	Businesses	
Estimated resident population	Business units	
76,700	10,803	
3.1% growth in 2021	2.8% growth in 2021	



Source: <https://ecoprofile.infometrics.co.nz/Rodney>



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Sponsorship Package 2022/23*

As a One Mahurangi Sponsor you are entitled to the following benefits:

- **Naming Rights**

Sponsor logos will be prominently displayed on One Mahurangi collateral including newsletters, the onemahurangi.co.nz homepage, and event signage.

- **Community Recognition**

Public acknowledgement on the One Mahurangi Sponsor's website page

- **Editorial Promotion**

Editorial features or promotions in the One Mahurangi newsletter. (Sent to over 1000 readers)

- **Networking Events and Workshops**

First priority to host networking events. Complimentary tickets and/or discounts to special events such as workshops

- **Community TV Advertising**

A free advertising slot on the community TV screens located across town in various local cafes and waiting rooms. (Conditions apply)

- **Social Media Coverage and Content Promotion**

On Meta social media platforms Facebook and Instagram @onemahurangi will on-share Sponsor content such as promotions and events to reach wider online audiences.

- **SEO Website Business Directory Listing**

One Mahurangi will actively manage and update sponsor listing on onemahurangi.co.nz

- **Membership Cards**

Priority for hosting deals on the One Mahurangi Membership cards that have a subscription of over 600 members

- **Warkworth Information Centre**

Priority placement of **advertising billboards and brochure displays in the centre, and promotions on the Warkworth Information Centre website page and social media platforms. (**advertising fees apply)

*Package valid until June 2023

Contact us to discuss and claim the Sponsorship Package benefits for your business:
lauren@onemahurangi.co.nz