

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



Start early

**Mid holiday
reminder**

Last chance
Back to school