

The
National
Kiwi Hatchery
Aotearoa



Sponsorship & Partnership Opportunities

Our Values



Family // Whanaungatanga

We will respect, foster and maintain important relationships within the organisation, our iwi and the community.

Looking after our people // Manaakitanga

We will pay respect to each other, to iwi members and to all others.

Expertise // Tohungatanga

We will pursue knowledge and ideas that will strengthen and grow Ngāi Tahu and our community.

Kaitiakitanga // Stewardship

We will work to protect the people, environment, knowledge, culture, language and resources important to Ngāi Tahu for future generations.

Appropriate action // Tikanga

We will strive to ensure that the tikanga of Ngāi Tahu is actioned and acknowledged in all of our outcomes.

Leadership // Rangatiratanga

We will strive to maintain a high degree of personal integrity and ethical behaviour in all actions and decisions we make.



Kia mātau **'To know'**

The Potuama design is a stairway and represents the pursuit of knowledge and expertise.

Kia manaaki **'To nurture'**

The kōwhaiwhai shows one piko nurturing another representing.

Kia momoho **'To revitalise'**

The niho taniwha is an abundant design which represents the mana and revitalisation of the kiwi. inter-generational kaitiakitanga (care and stewardship).

Our Story

The National Kiwi Hatchery, located in Rotorua, is the largest and most successful kiwi hatchery in the world. We are the leaders in kiwi husbandry, egg incubation systems, hatching techniques and kiwi chick rearing. We are dedicated to the conservation and preservation of New Zealand's iconic native bird.

Ngāi Tahu Tourism's National Kiwi Hatchery stands as a world leading conservation facility dedicated to the preservation and growth of New Zealand's national icon. As well as the purpose-built egg and chick rearing facilities, the new venue features an extensive range of interactive exhibits, dedicated retail space and the largest kiwi crèche facility in New Zealand, giving manuhiri (guests) the chance to connect with kiwi.

National Kiwi Hatchery recently celebrated the arrival of their milestone 2500th Kiwi chick. The female chick named Ātārangi (Morning Sky) hatched in early February 2024 and represents a long line of successful kiwi rearing; following on from a record high breeding season with over 153 Kiwi chicks hatched.

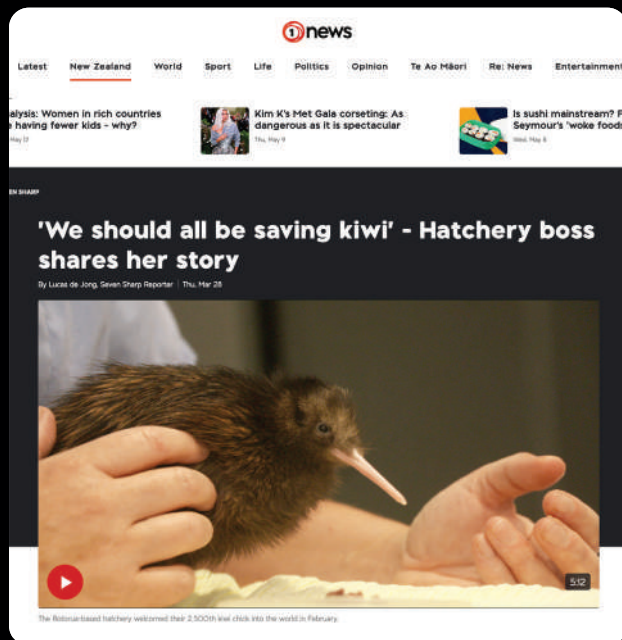
We invite you to partner with us and together, we can hatch more kiwi.

Our new, purpose-built facility based at Agrodome, just 10 mins from downtown Rotorua, combines state-of-the-art interactions with natural environments to bring guests as close as possible to connecting with kiwi.



**We invite you to partner with us and together,
we can hatch more kiwi.**

Recent Media Attention



Seven Sharp



AM Show



Weekend Sunrise Australia



Kiwi's love kiwi

Our national bird has the cute factor in spades and that draws in a lot of media attention. Recent examples of media attention are highlighted.

December 2023 – Brand New Facility

In December 2023, The National Kiwi Hatchery moved to its brand new, state-of-the-art facility in Rotorua, marking a major milestone event for kiwi kaitiakitanga (guardianship) and world-class conservation.



Solar panels and Tesla batteries

Mercury proudly supports the Hatchery by providing solar panels and backup battery power for our incubators. This is crucial in providing the incubators with secure electricity in case of a power outage, ensuring we can keep the incubators going and the kiwi eggs warm.

Outdoor Kiwi Creche

Our kiwi creche can house up to 80 Kiwi at one time and up to 200 throughout a season, safely allowing them to grow to a stoat-proof weight of 1kg before being released back into the wild.

Nocturnal House

Kiwi are mostly nocturnal. Our purpose-built nocturnal house allows manuhiri to see kiwi active during the day as they forage for insects, grubs, earthworms, fallen fruit and native plants.

Kiwi Intensive Care unit

Our onsite Kiwi Intensive Care unit, gifted to The National Kiwi Hatchery by Mercury, provides a safe place to triage kiwi requiring specialist care.



28,000⁺

manuhiri in 2024



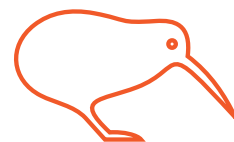
35%[↑]

in visitors
year on year



100%

of ticket entry goes to
kiwi hatching program



2,500⁺

kiwi chicks hatched
since 1995



2005

established as a
charitable trust



Dec 2023

New, purpose-built
venue opened



2xs

solar powered Tesla
batteries supplying 30 hours
of emergency power



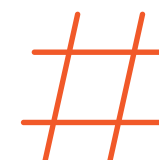
500

native trees and
shrubs planted



20

pieces of national media
coverage, reaching
14 million people



16K

highly engaged
social media
followers

As a valued partner and sponsor of Aotearoa's National Kiwi Hatchery, your organisation will play a crucial role in supporting our ongoing conservation efforts while gaining significant brand exposure and recognition among our diverse audience base.

Opportunity Overview



Brand Visibility & Bespoke Sponsorship Opportunities

Your organisation's logo prominently featured on our website and sponsorship board inside the Hatchery and on one of our kiwi brooder boxes.

Recognition in press releases, newsletters, and media appearances related to the National Kiwi Hatchery's activities.

Opportunities for joint marketing campaigns and co-branded merchandise.

Put your heart on our sleeves through sponsorship of our uniforms, including socks and branded footwear.

Support the development of an education programme and help grow the minds of young New Zealander's.

Sponsor native trees and plants for our kiwi creche and help us create an environment for our kiwi chicks that will help them make the transition back to their natural habitat.

Be our number one content creator and support us with content capture (video & photography) of our iconic kiwi.

Talk to us about other bespoke opportunities available and the different ways we can partner together.

Corporate Social Responsibility (CSR)

Showcase your commitment to conservation and protection of New Zealand's iconic and much-loved native kiwi through association with an award winning conservation organisation. The National Kiwi Hatchery is a recipient of ZAA Conservation Award and TIA Kaitiakitangi Award.

Engage your employees in meaningful volunteer opportunities and conservation projects at the hatchery.

Gain access to educational resources and presentations for staff and stakeholders on the importance of kiwi conservation and environmental stewardship.

Experiential Opportunities

VIP tours of the National Kiwi Hatchery for your organisation's executives, clients, and stakeholders, including up close experiences with kiwi chicks, and behind-the-scenes access to our facilities.

Naming rights for select kiwi chicks hatched at the facility.

Community Engagement

Collaborate on community outreach programs, school visits, and educational workshops aimed at raising awareness about kiwi conservation and environmental sustainability.

Sponsorship of public events and initiatives hosted by the National Kiwi Hatchery.



www.nationalkiwihatchery.org.nz

Our role is not only to help our visitors learn about kiwi, it's also to educate about conservation now and into the future.

We are eager to discuss how we can tailor this partnership to align with your organisation's goals and values, and to safeguard the future of New Zealand's cherished kiwi.

Examples of Current Partnerships



Mercury Energy are proud supporters of the National Kiwi Hatchery. They have funded a new solar setup to help keep the kiwi's home warm and safe.



For every KDH Home built, the new owner receives their very own sponsorship pack, with the name, picture and history information of their Kiwi chick.

Benefits of Partnership

Enhanced brand visibility and reputation through association with a respected conservation organisation.

Access to a diverse audience of conservation enthusiasts, tourists, educators, and local communities.

Opportunities for corporate networking and relationship-building with like-minded organisations and individuals.

Conclusion

We believe that a partnership with the National Kiwi Hatchery offers your organisation a unique opportunity to make a tangible impact on conservation, while achieving your marketing, CSR, and community engagement objectives.

Contact

Emma Bean

Kiwi Hatchery Manager / Kaea kaitiaki kiwi

National Kiwi Hatchery

nationalkiwihatchery.org.nz

M +64 21 0240 3834