



# Chinese Social Media Competition 2019

## Entry Form

<b>Team Name:</b>					
<b>Business or tourist attraction involved:</b>					
<b>Consent of business or tourist attraction attached:</b>		Yes/No			
<b>Team Member(s):</b>	<b>Name:</b>	<b>Email:</b>	<b>Phone:</b>	<b>Residential Address:</b>	<b>If student, which Institution and course are you studying?</b>
<b>Which of the above team member is the Team Leader/main contact?</b>					
<b>What is your budget for the whole event/campaign? Show breakdown</b>		<i>(Please use extra sheets if there is insufficient space.)</i>			

<p><b>Which Chinese Social Media Platform will you use and how will you promote your campaign on the platform? (Note: If any social media account is to be used, then consent of the account holder must be obtained and provided as part of this proposal.)</b></p>	<p><i>(Please use extra sheets if there is insufficient space.)</i></p>
<p><b>Set out your Proposal :</b></p> <ul style="list-style-type: none"> <li>- What will be your event/your production?</li> <li>- What will be involved in your event/production?</li> <li>- Is that a one-off event/production or will it be a series? If the latter, what frequency? Over what period?</li> <li>-What format will the content for the social media be in- e.g. written, pictures and/or video? Describe.</li> </ul>	<p><i>(Please use extra sheets if there is insufficient space. You are free to provide further information by whatever format, e.g. written material, video or photos)</i></p>

**Is any regulatory consent required for your event/production/campaign to be run? If so, please specify what they are and attach the consents obtained.**

*(Please use extra sheets if there is insufficient space.)*

**How will you measure the impact of your campaign? What information or evidence will you provide to us?**

*(Please use extra sheets if there is insufficient space.)*

<p><b>How will your campaign promote Dunedin as a tourist destination?</b></p>	<p><i>(Please use extra sheets if there is insufficient space.)</i></p>		
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<p><b>As entrants to this competition, I/we agree to the Rules and Details of the Competition as published on the Dunedin Shanghai Association website. We will provide to the judges of this competition (in English and in Chinese) full evidence of the impact of the Chinese social media campaign and any other relevant information for competition purposes. If required, we will provide relevant access to any account or data to enable the information to be verified.</b></p> <p><b>If our entry is shortlisted or wins, we agree for our proposal to be publicised in social and general media.</b></p>	<p><i>(To be signed by all members of the Team as entrants to this competition. Please use extra sheets if there is insufficient space. )</i></p>					
	_____		_____		_____	
	Name		Name		Name	
	_____		_____		_____	
	Signed		Signed		Signed	
	_____		_____		_____	
Name		Name		Name		
_____		_____		_____		
Signed		Signed		Signed		

**Entries close 31 August 2019. Please send entries to [dunedin@terramark.co.nz](mailto:dunedin@terramark.co.nz)**

**Enquiries to:**

**Teresa Chan**

**The Dunedin Shanghai Association**

**C/- Teresa Chan Law Limited, PO Box 5829, Dunedin 9054**

**Ph (03) 477 1069**