

# POUNAMU CARVING CAMPAIGN

Thanks for your interest in participating in Haka Tours Pounamu Carving Campaign.

We are looking to launch the campaign on or before 31 July, 2019.

## WHAT WE NEED FROM YOU

### THE CARVING:

#### 1 piece of carved pounamu

- This will ideally be a piece that you carve from scratch for this campaign, although if you have a suitable piece already created that is fine.
- The piece will ideally be unique with a high perceived value, something that you couldn't easily find in every souvenir shop, and something which resonates with a visitor exploring our land. It doesn't need to be a necklace and could just be a standalone piece. The idea is for the lucky recipients to leave Aotearoa with a treasured memento of their time here, something which carries the spirit of our land within it.
- The carver needs to be of Māori descent as the campaign is primarily about promoting Māori artisans and Māori cultural heritage.
- The pounamu used for the carving needs to have been legally sourced/prospected from within New Zealand.

### YOUR STORY:

#### Profile

- Up to 100 words about you. This will appear in a pop-up when they click on your carving from the main campaign landing page, similar to when you click on one of our staff members from [this page](#).
- Your profile will remain on the campaign landing page indefinitely, even after your piece has been gifted.

#### Full Story

- This is your page to tell your story and will be formatted like [this page](#) - with a:
  - Header image - likely of the finished carving
  - Carvers name
  - Image of the carver (placed in circle)
  - Intro - up to 120 words

- Followed by up to 6 sections (paragraphs), each supported by an image carousel - with up to 150 words per section - we'll assist in editing to fit, and will have editorial control of the final published content.
- 1 section would ideally be used to tell the story behind your carving, with progress images (if carving from scratch) that show the progress from raw stone to finished carving.
- The other sections are yours to communicate whatever you'd like, ideally with supporting imagery. This page is not intended for you to use as a shop window for product, but if you do have a shop or website, I'd be happy for you to showcase that in one of the sections.

### THE GIFTING PROCESS:

#### Gifting

- Haka Tours will ideally hold all pieces in safe keeping.
- We will look to gift a carving to a lucky Haka Tours customer every couple of months, or more regularly depending on how many carvers we get on board.
- We will attempt to connect the recipient with the carver to personally gift the piece where possible. When this is possible, we will aim to film or photograph the gifting process to attach to your profile and use for promotional purposes.

If you have any questions, please don't hesitate to contact Toby Butland, at [toby@hakatours.com](mailto:toby@hakatours.com) or on **020 4155 8370**.

