

ELEVATE YOUR BRAND

Stadium Taranaki advertising opportunities
2026 exclusive deals

Stadium
Taranaki



NPDC



With the TSB Stand now complete and the stadium fully operational once again, it's a fitting moment to reflect on the past as we look ahead to the future.

Prior to the closure of the TSB Stand (formerly the East Stand) in 2017 and West Stand in 2018, the stadium had a full schedule of commercial and community events booked in with plans for more in 2018 and beyond.

This was obviously all halted with the closure of the stands and with the dreaded “C” word thrown into the mix, it has been a very challenging six years for all involved with Stadium Taranaki.

However, the hugely successful 2023 and 2024 season at Stadium Taranaki gives the team and I absolute confidence we can get back to 2017 levels and above.

Over the past 12 months, the venue has hosted a vibrant and varied lineup of events, attracting more than 56,000 attendees. Highlights include the Taranaki Bulls NPC, which drew over 25,000 fans and garnered national coverage; Freestyle Kings, marking the return of international sport and entertainment with a crowd of more than 4,000; and Te Matatini, where we proudly hosted the region's welcoming pōwhiri.

As we look forward to this coming year and beyond, I feel a huge sense of pride and excitement for what the team has achieved and what is to come for the Taranaki region and wider communities with the completion of the TSB Stand.

The vision is to be the best regional stadium in the country and to attract all types of events from concerts to sporting and family events.

This will attract thousands of people through the gates annually, as interest with the new build grows for both hirers and spectators. It is therefore a fantastic time for your business to invest in advertising here to get maximum exposure for your product and to get your name on everyone's lips.

Jonnie Orrell

Stadium Taranaki Lead



We are heading into a new era of Stadium Taranaki for the 2025/2026 season and beyond, with the TSB Stand now complete. We welcome the return of national and international events with capacity of up to 21,000 + as well as televised exposure each year.

Our team at Stadium Taranaki is dedicated to deliver high standard events from multi-sports, community activities, concerts, corporate hospitality, and more. As a large modern venue, with great technology and event organisers, we strive for a positive visitor experience every time.

Stadium Taranaki's rich history has shown great success with hosting events ranging from 2011 Rugby World Cup, All Blacks, FIFA u20 World Cup, NZ Warriors, Super Rugby, Wellington Phoenix, Nitro Circus, TRFU Bulls, Te Matatini and Freestyle Kings, as well as keeping the community front of mind with continuously hosting local events and sports from the likes of Club Rugby, Club Football, meetings and functions.

This is the chance for your brand to be a part of the largest venue within the Taranaki region, and the opportunity to maximise awareness to an ever-widening audience in our upcoming chapter.



STADIUM TARANAKI STATS

While your brand looks at the option to advertise on our prime field/arena sites, consider some of our current stats from the past season. We're excited about our next steps bringing large scale events back into the region and bringing even further exposure opportunities to businesses involved.

MAJOR EVENTS

Bulls NPC (Aug–Oct 2024) 25,000 attendees

Te Matatini Powhiri (Feb 2025) 6,000 attendees

Freestyle Kings (Feb 2025) 4,238 attendees

Chiefs vs Hurricanes (Feb 2025) 4,471 attendees

Official Re-opening – Bulls Ranfurly Shield (Jun 2025) 4,000 attendees

Even Type	Number of Events	Total Attendance
Community Sport	12	10700
National & International Sport	3	35471
Community Events	3	1675
Meetings	9	205
Conferences & Dinners	3	510



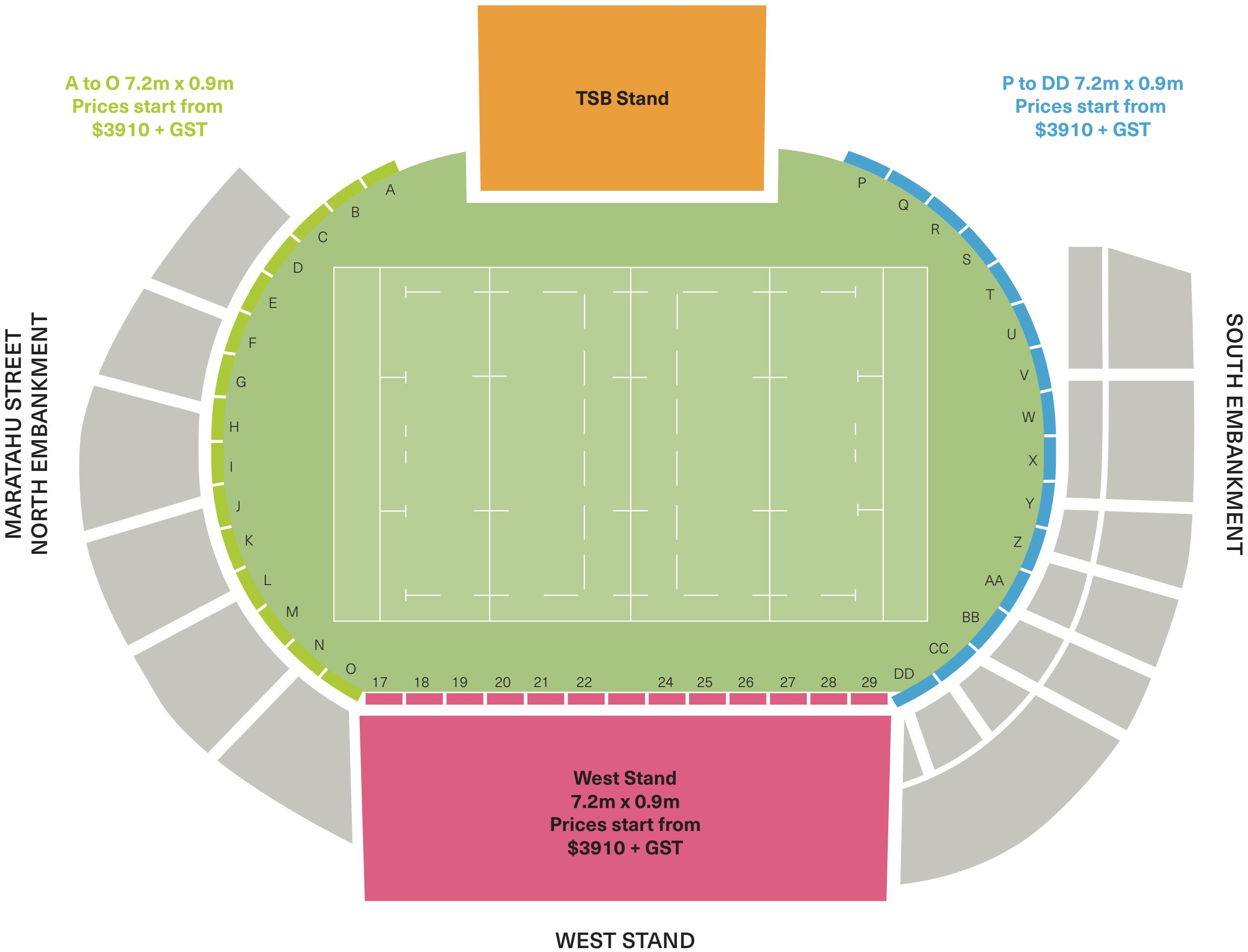
SIGNAGE PACKAGE DEALS

Sign up to advertise with us for 24 months to get the remainder of 2025 for free as part of your early commitment.

Contract will run from 1 January 2026 to 1 January 2028.

Package 1

- Advertising located on North, South embankment or West Stand in location selected by you (refer to map on page for reference – subject to availability)
- Price: \$5,573.91 plus GST
- Includes 15% discount on a two-year contract (includes cost of ACM board, printing, and install of advertising sign)
- One free day hire in one of Stadium Taranaki’s Hospitality Suites for a meeting, conference, staff get together etc. Current value of \$598 plus gst.
- Catering and additional costs not included. Subject to availability and T&Cs.
- Placement of logo on Stadium Taranaki sponsors page (11k monthly website users)



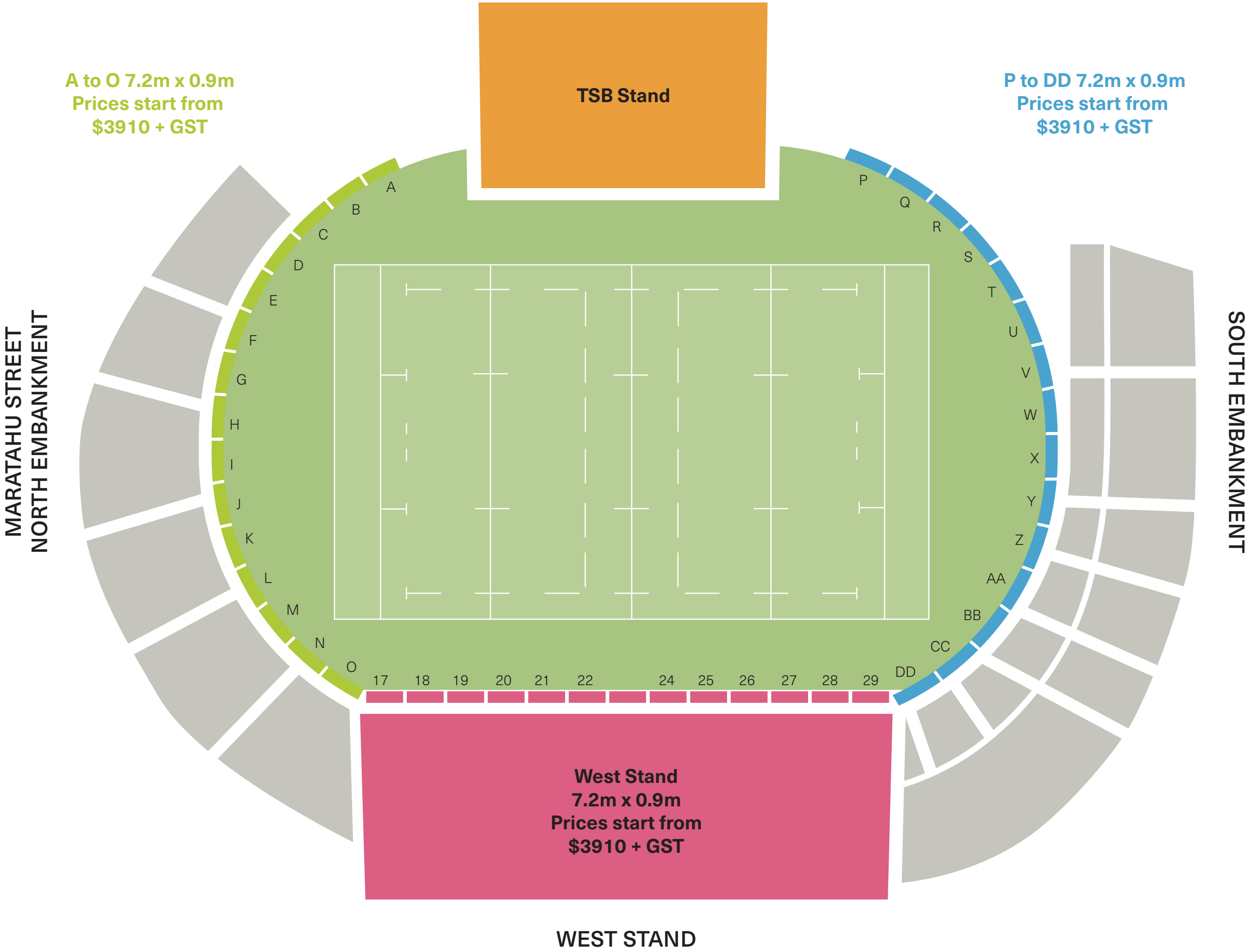
SIGNAGE PACKAGE DEALS

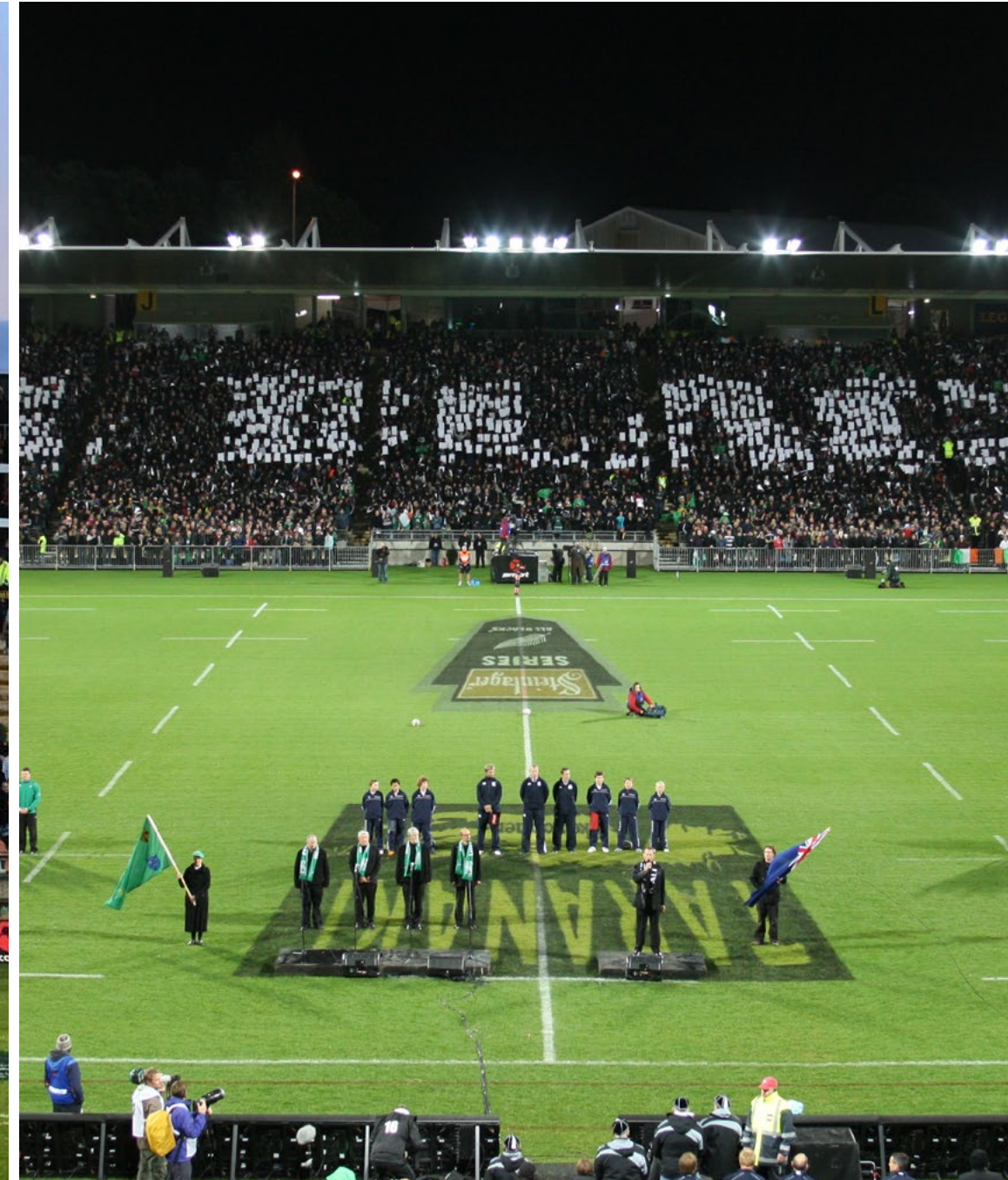
Sign up to advertise with us for 12 months to get the remainder of 2025 for free as part of your early commitment.

Contract will run from 1 January 2026 to 1 January 2027.

Package 2

- Advertising located on North, South embankment or West Stand in location selected by you (refer to map on page for reference – subject to availability)
- Price: \$3,910 plus GST
- Placement of logo on Yarrow Stadium sponsors page (11k monthly website users)
- Includes cost of ACM board, printing, and install of advertising sign



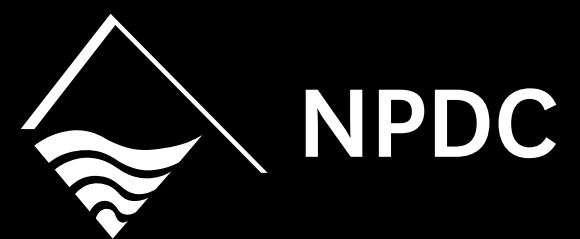


Please enquire further to:

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npeventvenues@npdc.govt.nz

New Plymouth District Council
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 New Plymouth 4342

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npeventvenues.nz