

Event Advertising Options



The Nelson Regional Development Agency exists to enhance the sustainable economic vitality of the extraordinary Nelson Tasman region by partnering with the public and private sectors in the attraction and retention of talent, visitors and investment. Our Major Events Programme is driven by the Nelson City Council Events Strategy, and we actively support events that foster community wellbeing and contribute to growing our economy.

We offer a range of advertising and promotional opportunities for Major and Community events, both within and outside of the region. We can work with you to design a package that suits your marketing needs and budget.

The Official Regional Website

The Nelson Regional Development Agency administers the official regional website, www.nelsontasman.nz, and can profile upcoming events in a variety of ways. Options available include a feature on the Upcoming Events page. There is not currently a charge for this service, but events will be featured at the administrator's discretion.



The Official Regional Facebook Page

The Nelson Tasman NZ Facebook page is a great platform from which to promote upcoming events in the region, particularly those that will attract a national or international audience. With a following of over 23,000 people from all around the country and the world, the Nelson Regional Development Agency offers a variety of free and sponsored promotional opportunities via this platform (for major economic events that attract out of region visitation only).



To access any of the above services, please contact website@nelsontasman.nz.



The Regional Events Website

The www.itson.co.nz website is a free and easy-to-use service provided by the Nelson City Council and is administered by the Nelson Regional Development Agency. Featuring everything from small community events to major events, the website showcases the diverse array of events on offer in the region and is the go-to website for locals who are looking for things to do in their free time.

The Regional Events Facebook Page

The 'Its On – Events Calendar for Nelson Tasman' Facebook page has a following of over 5,000 people, and with a mostly local audience it is the central hub for all things to do in the region. There are a variety of free and sponsored promotional opportunities available via this platform, and competitions to win event tickets are extremely popular.

Note: We recommend listing your event on the www.itson.co.nz website at least a month in advance to make it onto the social media calendar. If you miss the boat, please message us on Facebook and let us know about your event.

To access any of the above services, please list your event on www.itson.co.nz or contact us on events@nelsontasman.nz.