

# RAWKUS

WE ARE A YOUTH COMMUNITY OF CONTENT CREATORS  
WE BROADCAST ON RADIO, STREAM ONLINE, AND PUBLISH ON  
SOCIAL MEDIA

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**Rawkus creates opportunities for young people to learn meaningful skills in the entertainment industry by engaging their passion for music and gaming**

## WHY RAWKUS?

*We believe any passion for music or gaming media can be the seed of a successful life in the entertainment industry. People who could be flourishing in their passion are slipping through the gaps of mainstream education and conventional careers. Integral entry points into the entertainment industry aren't accessible to enough people. We believe we can empower people's lives by connecting them with the kaupapa of creativity and support.*

## WHAT IS RAWKUS?

Rawkus is a launch pad for fresh entertainment culture. We're a studio of collaborators who love music and gaming media. We broadcast through radio, video streaming, and social media.

**Rawkus is a wākāinga for careers in the entertainment industry, for young people who follow their path through music and gaming media**

At our studio, our community impacts the entertainment industry. We provide access to industry-standard equipment, professional techniques, and a supportive kaupapa. We codesign our content, enabling our community to shape their world with other like-minded music & gaming media fans.





# FORMAT

## Rawkus Studio

A community space for content creators and presenters, where our crew make knowledge, resources and equipment available while simultaneously cultivating a supportive and inclusive kaupapa.

## Radio broadcast

Alternative's best 87.8FM and streaming online at [rawkusradio.co.nz](http://rawkusradio.co.nz), a station for fresh music and content, interviews, podcasts, humanitarians, progressive thinkers, and industry skills.

## Social Media content

Instagram, Facebook, Twitter, Snapchat and Youtube are all used to nourish our crowd and deliver our craft.

## Twitch streaming

Gaming media engaging with gamers in NZ (over 80% of young New Zealanders are gamers), and cultivating technical and entertainment knowledge at [twitch.tv/rawkusradionz](http://twitch.tv/rawkusradionz)

# HISTORY

*Rawkus was created as a radio station to cater for an untapped market in alternative music. Rawkus Radio formally launched on the 17th September 2016, as a low power radio station broadcasting in the West Auckland region. Rawkus continued to grow with support from Rova, NZME, Mediaworks, and Pacific Radio Network.*

*In 2017, gaming media presenters began streaming from the station. In 2018, social media authors began to expand Rawkus, from a radio station, into a content creation community.*

*The station has received higher demand and has a devoted fan base that continues to grow. We have broadcast 24/7 since our launch, and take pride in hosting monthly local events, including the 'Jam Cellar': a platform for local acts to showcase their talent and perform in a professional environment, which has staged over 100 acts.*

# AUDIENCE

Our station is run by young New Zealanders, aged 12-24. We are accessible to 11 high schools in our region, and cultivate outreach across all of our content creator's social networks.

Operating from Kelston Community Centre, Rawkus Radio coverage extends in a 3km radius into the airwaves of the following NZ suburbs, reaching an audience of over 62,000.

Henderson	- 12,000+	Kelston	- 4,000+
Te Atatu South	- 12,000+	Glen Eden	- 7,000+
Avondale	- 5,000+	Oratia	- 3,000+
New Lynn	- 16,000+	Sunnyvale	- 3,000+

## WHAT WE CAN GIVE YOUR BRAND

- **Targeted brand exposure** across our community of young thought leaders and their social networks
- **Endorsements** on radio, twitch, youtube, and social media
- **Promotion** of your products and brand through reviews
- **Brand affiliation** during all of our media i.e intros, outros, and sponsorship breaks
- **Advertising** on air and during recorded video
- **Giveaway campaigns** of your merch, products, and/or offers
- **Brand presence** in our studios and creative spaces
- **Tax benefits for charitable giving**, Rawkus is operated under an approved Donee Organisation

**We love finding creative ways to promote our partners**

## HOW YOU CAN SUPPORT RAWKUS

- **Enable us to promote you** by partnering your brand with our content creators
- **Help fund our growth** with commercial partnerships or opportunities to receive funding
- **Help our workshops** by providing a venue, guest expertise, or other facilitation
- **Supply perks** merchandise, products, and/or offers for us to giveaway
- **Provide discounts and promotions** for our content creators, presenters and crew
- **Connect us** with your networks
- **Promote our community** across your social networks
- **Like, upvote and share** our social media content
- **Invite us to have a presence** at promotional events





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## RATE CARD

Rawkus' audience is made up of upwardly mobile, youthful thinking, socially networked people; they spend much of their disposable income on the things they enjoy. They shop, go to movies, eat out, travel, snowboard, ski, surf, soundtrack their lives with great music and live life to the full.

### COMMERCIAL ADVERTISEMENTS

#### STANDARD RATES (2019)

- \$20 per week - gets your ad on air 3 x per week
- \$30 one-off fee - to create a new advertisement, including 2 rounds of changes

### SPONSORSHIP

#### STANDARD RATES (2019)

- Sponsors claim back 33% in tax deductions!
- Contact us to customize your sponsorship benefits.

- Friend - \$100
- Supporter - \$500
- Partner - \$1,000
- Advocate - \$5,000
- Sponsor - \$10,000

All rates are exclusive of GST.

We also have regular package deals available and believe in working with our clients to put together the right deal for them; please contact one of our sales staff for more information or to negotiate a great custom package exclusively for you.

### STAND OUT

At Rawkus we'll never play more than 3 advertisements back to back between 6am and 6pm! So that's 2 minute of advertising every 20 minutes!!

### BE ON OUR WEBSITE

Website display advertising presence is also available.

### PLAY YOUR SOUND

We happily accept pre-produced advertisements!

### NEED SOMETHING DIFFERENT?



# WHAT YOUR SUPPORT DOES FOR THE COMMUNITY



By partnering with Rawkus, and supporting our community, you activate sustainable futures for young New Zealanders, in ways that mainstream education and conventional careers are failing.

## Empowered young people empower young people

Content marketing is a \$50 billion global industry, and is forecast to rise for the foreseeable future.

Rawkus content aligns with the interests of over 93% of young New Zealanders who are “NEET” (not in employment, education, or training), with passion for music or gaming. That's almost 20,000 rangatahi and young pacific people - almost 40,000 young New Zealanders.

## Each of our content creators has a voice that can reach hundreds of their peers, promoting our shared passion and kaupapa

Every \$7,170 we receive as annual revenue or support equips us to engage a young person (at a time when they're slipping through the gaps in education, family and other systems) and empower them through creative expression within a supportive environment, to become skilled practitioners of modern media.

With your support we can influence thousands of others like us

## CONTACT RAWKUS

Listen: 87.8 FM

Follow: [twitch.tv/rawkusradionz](https://www.twitch.tv/rawkusradionz)

Stream: [rawkusradio.co.nz](http://rawkusradio.co.nz)

Chat: with Cat +64 21 076 1182

Email: [info@ctoa.co.nz](mailto:info@ctoa.co.nz)

Book an appointment to see us at the studio:  
135 Awaroa Rd, Sunnyvale, Auckland 0612

