



**HOME OF
ADVENTURE**

Destination Queenstown Grocery Charity Ball

Sponsorship

December 2020

Destination Queenstown

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queenstownNZ.nz

1. Introduction

The Grocery Charity Ball Trust runs the premier event on the grocery industry social calendar, directing the profits to charitable trusts in New Zealand. The annual event is held with the support of both Foodstuffs and Countdown, as well as the New Zealand Food & Grocery Council. The event has run for 15 years and has raised over \$3.5 million for New Zealand charities.

Key to Life was chosen as the beneficiary for the 2020 event. The past few months have highlighted just how important it is to look after mental health in these challenging times. The Key to Life Charitable Trust is a community peer support group, aiming to change the way New Zealanders think, act and feel about mental health and suicide. By working seamlessly with mental health professionals, service providers, astute business leaders, and communities they believe it is possible to reverse the population trends of depression and suicide by effecting a positive social change.

The Grocery Charity Ball 2020 was on Saturday 14 November 2020 at Cordis Auckland. 600 key management (CEOs, GMs, Marketing Managers etc) from FMCG companies such as Bluebird, Fonterra, CCA and Heinz-Wattie's attended the event.

QCB saw this as a fantastic opportunity for Queenstown to get in front of key business leaders and decision makers from large NZ corporate companies to ensure our destination and brand is top of mind. QCB worked with our operators to put together 2 x Queenstown escape packages which were auctioned off on the evening.

The two Queenstown packages raised \$13,000, you can view the live auctions here:

<https://www.dropbox.com/s/zc3hkdybx6ex9o/GCB%20DQ.mp4?dl=0>

The official programme can be viewed [here](#)

The presentation can be viewed [here](#)

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Credit: Quikpix Photography

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