



Business Toolkit  
2025



Love Queenstown provides an opportunity for our industry to come together, leave a legacy we can be proud of, and inspire change the world over.

Love Queenstown is a giving platform that invites our visitors - and the industry that supports them – to protect this place, now and for generations to come.

Love Queenstown raises funds for critical climate, conservation, and biodiversity initiatives within the Queenstown-Lakes district. By supporting Love Queenstown, you're supporting the network of organisations driving environmental action across our region with targeted and strategic funding to those who are best placed to deliver impact, at scale, and for the benefit of generations to come.

# How it works

Love Queenstown exists to accelerate local environmental action by connecting our visitors and visitor industry to projects of value across the Queenstown-Lakes.

Love Queenstown raises funds via industry partnerships and key visitor touchpoints.

All funds are pooled for collective impact, with a portion available to support immediate environmental needs, and the remaining portion invested into an endowment fund.

Invested income will grow over time, enabling long-term, substantial funding opportunities into the future.

Funds are allocated by an independent, expert-led distribution committee, ensuring your donations go where they're needed most. Funds are distributed exclusively within the Queenstown-Lakes region, so you know you're making a difference to the place you love.

Be part of the solution.

Here's how your business can get on board.

## BECOME AN IMPACT PARTNER

Ready to level up your commitment to local environmental action?

Sign up to donate 1% of your business' annual proceeds as a **Love Queenstown Impact Partner**, maximising the impact of your giving on the environment and your business.

## HERE'S HOW IT WORKS:

- Impact Partners donate 1% of their proceeds (or a total of \$10,000 or more) to Love Queenstown each year.
- These funds are pooled for collective impact, before being on-allocated to local charitable organisations via our Annual Impact Grants.
- 20% of everything we raise is invested in a local endowment fund. This fund will grow over time, enabling long-term, substantial funding opportunities to support this work long into the future.
- You can pay annually or in automated monthly installments (and yes, your donations are eligible for charitable tax benefit!).

## PARTNER PERKS

- **Love Queenstown Impact Partners** are first on the list for Love Queenstown's annual events and volunteer opportunities; are recognised in our Annual Impact Reports and key marketing channels; receive custom supporter assets; and get special voting rights in our Annual Impact Grant rounds.
- Be one of Love Queenstown's first Impact Partners and receive the additional accolade as a member of the **Love Queenstown Founding 50**, solidifying your reputation as a business who goes above and beyond for our environment.

## What we'll provide

### BUSINESS RESOURCES

We'll tee you up with print and digital assets to promote Love Queenstown in a way that best suits your business.

### VISIBILITY

By supporting Love Queenstown, you'll be recognised as a business that's out there, doing good. Our visitors are increasingly aware of their own impact, and the impact of the activities and experiences they choose, so there's no better time to jump on board and be part of the solution.

### SUPPORT

We're here to make this easy. We'll work with you throughout this journey to ensure a best-fit approach for your business, and your clients.

## Other ways to join the mission

### MAKE A DIRECT CONTRIBUTION

Support Love Queenstown with a monthly donation; give as and when you can; donate per ticket, activity, or experience sold; or partner with us on a specific brand, product or campaign.

### INVITE YOUR GUESTS TO DO THEIR BIT

Make the first move by adding a donation onto the cost of your product or experience, suggest a voluntary donation at the point of sale, or encourage donations in lieu of tips or booking bonuses.

### SHARE THE LOVE

Display Love Queenstown assets or donation cards in store or onsite or use your online presence to connect your customers with opportunities to donate or lend a hand. It's the telling of a new story about how to visit Queenstown and inspires the type of travel that we hope to see going forward. We'll provide you with a suite of digital and physical assets and advice on how best to use them.

### GET CREATIVE

We're all about unique, localised solutions to the challenges and opportunities tourism brings to our region. If you have an idea of how to integrate Love Queenstown within your business, or a campaign or initiative you'd like to get behind, just reach out – we'd love to work with you.

## Why partner with Love Queenstown

Building a strong purpose into your business – and backing it up with tangible action – is more important now than ever. But it's not just a win for the environment. It's a win for your business, too.



### IT'S GOOD BUSINESS

Giving back and leading with purpose puts you in front of a strong and motivated audience, enables you to strengthen your connection with your customers and community, stand out amongst the crowd, and attract and retain top talent.



### WE'RE IN IT FOR THE COLLECTIVE GOOD

We pool our funds for collective impact, so no matter the size of your business or your contribution, your support drives meaningful mahi (work) that will make a real difference to this place, now and into the future.



### IT'S ALL ABOUT THE IMPACT

Every dollar you give is destined for big things, with 100% of the funds we raise going direct to impact.



### IT'S NOT JUST FOR US. IT'S FOR OUR KIDS, AND THEIR KIDS TOO

20% of the funds we raise are invested into a local endowment fund. This fund will grow over time, enabling long-term, substantial funding opportunities for generations to come.



### WE'RE PROUDLY LOCAL

Love Queenstown is all about channeling the love we have for this place into meaningful action. Our funding is exclusively allocated within the Queenstown region, so you know you're making a difference to the place you love.



### WE'VE GOT THE EXPERTS ON BOARD

Love Queenstown's funding is allocated with support from an independent, expert-led distribution committee, ensuring we can provide strategic, high-impact support where it's needed most.

We're taking action to  
make sure this place  
thrives for generations  
to come.

We hope you'll join us.

## Let's chat:

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We're transforming our industry and our home, and we're  
stoked to have you here with us.

LET'S GO DO SOME GOOD.

Love Queenstown is an initiative of Destination Southern Lakes [a collaboration between Destination Queenstown and Lake Wanaka Tourism] and is delivered in partnership with the Wakatipu Community Foundation (registered charity – CC55258).