

## ABOUT US

### Our Sponsorships

New Zealand is picturesque, diverse, sophisticated, multicultural and a haven for travelers seeking a rejuvenating experience. As the national airline, Air New Zealand embraces the qualities and philosophies that make the country such a peerless place. And the programs we sponsor truly celebrate what New Zealand is all about. We are committed to sharing the very best of our country and our people with the world. The following is a taste of some of the initiatives we support:

#### **Inspiring New Zealanders Scholarship Program**

Through our Inspiring New Zealanders scholarship program, Air New Zealand selects passionate and promising Kiwis who have gained the highest level of achievement in their field to provide inspiration and guidance to the next generation of talented New Zealanders. Focused primarily around Olympic sports and fashion, this program provides one-on-one mentoring for up-and-coming Kiwis with accomplished fashion designers and world-renowned athletes. [inspiringnewzealanders.com](http://inspiringnewzealanders.com)

#### **World of WearableArt™ (WOW®)**

Seen as something that is uniquely New Zealand, innovative and creative, Air New Zealand has watched proudly over the years as the Montana WOW® Awards have grown into what it is today, an iconic New Zealand event with a worldwide reputation. Describing the Montana World of WearableArt™ Awards to those who have not experienced it is challenging since there's no show quite like it. Suzie Moncrieff, Creator/Director of WOW® who dreamed up the original concept, describes it as "taking art off the wall and using it to adorn the body - it is art in motion. The imagination is the only limit!" WOW® is now a full on theatrical performance, combining art, choreography, dance props, music, lights and special effects. [worldofwearableart.com](http://worldofwearableart.com)

#### **All Blacks (Rugby)**

Air New Zealand has a long history as a fanatical sponsor of New Zealand rugby through its involvement with the Air New Zealand Cup, the New Zealand Sevens Team, AXA New Zealand International Sevens tournament, the Rebel Sport Super 14 and the five New Zealand teams

who play in the Rebel Sport Super 14 competition. Naturally, Air New Zealand is delighted to be a major sponsor of the All Blacks. Over the years we have flown thousands of players, officials and loyal fans to matches around the world and look forward to continue doing so for a long time to come. [allblacks.com](http://allblacks.com)

### **The Southern Traverse**

The Southern Traverse is a sporting adventure requiring endurance and teamwork to navigate a challenging route through the many types of environment that can be experienced in New Zealand. First held in 1991, and now one of the longest-running expedition events in the world, competing in the Southern Traverse means conquering a relentlessly challenging 268 mile course. The West Coast of New Zealand's beautiful Southern Alps played host to the 2004 Southern Traverse, which encompassed a 58 mile trek, 70 mile paddle, 126 mile mountain bike ride and 14 mile beach walk over five days. The Southern Traverse has iconic status among the world's expedition races. [southerntraverse.com](http://southerntraverse.com)

### **The Sir Peter Blake Trust**

Air New Zealand is a leading partner of the Sir Peter Blake Trust. The Trust aims to help New Zealanders make a positive difference for the planet through activities that encourage environmental awareness and action as well as leadership development. Named for the legendary Kiwi sportsman and environmentalist, the Trust strives to carry on Sir Peter's work and keep his spirit and values alive for future generations. [sirpeterblaketrust.org](http://sirpeterblaketrust.org)