



TE
MAEVA
NUI NZ

2025

TE MAEVA NUI Ō AOTEAROA NEW ZEALAND CHARITABLE TRUST



INTRODUCTION

Te Maeva Nui NZ (CC63023), is a vibrant celebration of **Cook Islands culture, heritage, and identity** bringing together our communities across Aotearoa to honour our roots and proudly share who we are with the world. It represents a sense of pride through music, language and culture of their ancestors and this is the best platform to achieve that.

Inspired by the spirit of the original Te Maeva Nui in the Cook Islands, this festival is a powerful expression of **unity, creativity, and pride**. It showcases the rich traditions of our tūpuna through captivating performances, language, music, dance, crafts, and storytelling. Te Maeva Nui has brought together generations of Cook Islanders from across the globe - some traveling back home specifically to participate, and represent their home in learning and performing our unique culture, language and heritage.





The Cook Islands population of **80,000** in Aotearoa New Zealand far exceeds that of the homeland, hence why having this festival established is of importance to the diaspora based here.

With **10 teams registered** to participate in this year's Te Maeva Nui NZ Festival 2025, and with each team holding between **140 to 260** registered members involving all ages groups, this is the largest biennial celebration and showcase of Cook Islands language and culture ever held in New Zealand and the world.

Te Maeva Nui NZ is the culmination of years of trial and error in events and cultural celebrations. Headed by the highly skilled Noo Pare QSM of Heimana Music, and in partnership with some of the Cook Islands most influential and high achieving individuals from diverse backgrounds; Te Maeva Nui NZ is a prime opportunity for good, wholesome investment.

More than just a cultural event, Te Maeva Nui NZ is a space where generations connect, communities are strengthened, and the spirit of **te iti tangata** (the people) shines. Whether you're a performer, supporter, or visitor, you are part of something meaningful—a living celebration that keeps our culture thriving across the ocean.



THIS YEAR

Our theme this year is “**Te tauī’anga reva**” (Climate Change) - **CALL TO ACTION!** Our Culture, Our Responsibility, Our Future. As Pacific people, we are on the frontlines of a global crisis that threatens not only our environment, but our way of life, our identities, and our ancestral homelands.

We aim to use the **power of cultural performance**, storytelling, and community engagement to **raise awareness about climate change** from a unique Cook Islands perspective and for our Pacific brothers and sisters. Through traditional dance, song, language, and art, we will amplify indigenous knowledge, promote environmental responsibility, and **inspire action across generations**.

In 2025, Te Maeva Nui NZ proudly connects with the historic milestone of **60 Years of the Cook Islands Constitution**, commemorated in Rarotonga. This celebration marks six decades since our nation embraced self-governance in free association with New Zealand—a pivotal moment in our identity as a people, and in our journey of sovereignty, resilience, and cultural pride. As a diaspora, we honour this legacy and echo the same spirit of pride and unity that began in 1965, through our own celebration in Aotearoa.





SUSTAINABILITY

At Te Maeva Nui NZ we aspire to honor our past while building a **strong, vibrant future** for our people and culture. We are committed to:

- **Cultural sustainability**, by preserving and celebrating the traditions, language, and arts of the Cook Islands, ensuring they are passed on to future generations.
- **Social sustainability**, through inclusive participation of performers involved ages between 0 to 90 years old, strengthens our communities, identity, and shared sense of belonging.
- **Economic sustainability**, by supporting local creatives, businesses, and partnerships that help our festival thrive long-term.

Through these efforts, Te Maeva Nui NZ remains a living, evolving celebration of who we are—rooted in heritage, united in community, and mindful of our future.

Our aim is to continue to grow and sustain this festival – this is vital in order to overcome barriers and prevent the rapid loss of our language and traditions for our tamariki, present and future learning descendants through performing arts and storytelling of Cook Islands Culture, language and heritage, ensuring great confidence and the **importance of self identity.**







OUR EVENTS

Te Maeva Nui NZ Festival

Kapa Markets

A unique Cook Islands Food, Arts and Crafts The only Cook Island/ Pacific Market in Auckland.

We project over 40 stalls, each one representing the unique tastes and crafts of the 15 islands of the Cook Islands.

Tu Rangatira

A night reserved especially for awarding people who have demonstrated excellence in one of eight fields spanning Business, the Community and the Arts. The Tu Rangatira Awards recognises their achievements.



Te Maeva Nui NZ

The pinnacle of Cook Islands cultural performances showcasing through song, traditions, dance and language at its highest level with representation of our vaka (district), oire (village) or enua (island) and her people.



OUR MARKETING AVENUES

Our plan is to market this event far and wide, covering a spread of Cook Islanders, our pacific cousins, and New Zealand tourists - using our qualities and the vast amount of cultural expertise we are able to bring our culture, food & craft to share on an international platform.

Non-Pasifika people will be able to experience the full depth of **Polynesian culture, through one channel.**

As the new age of social media and online networking we have chosen to market through as many digital channels as possible. We will explore more traditional channels - radio, billboards, newspapers and television. Pushing the Cook Islands cultural brand through these channels, with the support of our sponsors, will ensure huge market appeal for both Te Maeva Nui NZ and our sponsor partners.



THE VISIONARIES

TE MAEVA NUI Ō AOTEAROA NEW ZEALAND CHARITABLE TRUST



NOO PARE - QSM
Chairman

For 40 years, Noo Pare has been the operating engine behind Cook Islands Music, Culture & Events here in Aotearoa. Through his creative vision, he has established some of the biggest platforms for entertainers under Heimana Music and has travelled the world promoting his enriched culture, cementing it as the true sound of paradise. Noo continues to be of service within the Cook Islands & the wider Pacific communities.



FRANCES TOPA-FARIU
Secretary

Frances has a background in Health and Human Resources Development in the Cook Islands. Frances was instrumental in the establishment of the Cook Islands Tertiary Advisory group which was tasked with supporting Cook Islands Tertiary learners in Auckland. Through her work with the Cook Islands Tertiary group she was nominated on behalf of the Cook Islands Auckland Community as a representative on the MIT Pacific Advisory Board.



ROSALINE BLAKE - BEM
Patron

After more than four busy decades taking Pacific sports to the world, this Cook Islands pioneer has stepped up to her next level. She switched sport for diplomacy after retirement from the Cook Islands Sports and Olympic umbrella body, and is now retired from serving as the Cook Islands Consulate General, based in Auckland, New Zealand. She has come out of retirement to become the Patron of Te Maeva Nui NZ.



MAI NIO-APORO

Vice Chairman

For 41 years, Mai worked as an electrical tradesman for Dickson-Gray Electrical, working in domestic, commercial and industrial wiring and design. He worked his way up within the company owned by Ted Dickson and Dave Gray over the years from Site Foreman/manager, Contracts Manager and eventually taking the lead in Project management.



CHARLIE BORRELL

Treasurer

Charlie Borrell is an established businessman, based in Auckland. He is the founder and director of several businesses, including Airopac Industries, iPak and PPI. Charlie was also instrumental in the development of several community based projects, including the Tangi Reka Arts & Cultural Trust, and subsequently the Tangi Reka Music Awards.



AERE ANNE NICHOLAS

Board Member

Ma Nicholas, brings a diverse background in Financial, Project, and Applied Management, emphasizing Strategic Planning, Advocacy, Networking, Social Services, and Governance. Guided by the philosophy of “it takes a village” instilled by her parents, she values collective responsibility and collaboration for the greater good. Anne’s dedication to nurturing a proactive risk culture and her commitment to contributing to the long-term development plan.

SPONSORSHIP

Te Maeva Nui NZ 2025 invites sponsors to be part of a **powerful cultural movement** that celebrates identity & strengthens communities. By sponsoring Te Maeva Nui NZ, you align your brand with cultural pride, environmental leadership, and community wellbeing. Your support directly enables the delivery of high-quality performances, educational workshops, youth engagement, and sustainable event practices. Together, we can uplift **Pacific voices, honour heritage, and inspire action for a better future**. We welcome your partnership in making this kaupapa thrive.



'AURO SPONSORSHIP 40K - 50K

Our 'Auro sponsorship package is designed as an exclusive opportunity to invest in a highly receptive and responsive demographic; greatly influenced by social media and current events.

'Auro Tier is our **PLATINUM** ranking sponsorship level and is afforded the most attention. We consider the organisation who buys into this level of sponsorship are strong believers of the Te Maeva Nui NZ vision to preserve Cook Islands culture abroad for future generations to come.

“This is an investment, not in the Cook Islands, but in its people - an investment that will see returns for years to come”.

- 10x Seats at Opening Event - Tu Rangatira Awards.
- Invitation to Pre-event VIP cocktails.
- 10x VIP passes (2 day event) - Te Maeva Nui NZ Cultural Festival.
- Premium brand placement on all print media & billboards.
- Premium placements across all social networks Website, Facebook, Instagram and Tiktok.
- Sponsor acknowledgment at least 5 times during events.
- Audio visual advertisement throughout the festival with special mentions by participating teams.
- Exposure/Placements of sponsor banners, flags & merchandise throughout the festival.



‘ĀRIO SPONSORSHIP 20K - 30K

Our ‘Ārio sponsorship is our **SILVER** tier package. We offer many exclusive opportunities to represent your brand through out our events.

‘Ārio sponsorship can help re-vamp your branding to see a whole new light through the eyes of our people.

“For Cook Islands people, by Cook Islands people”.

- 10x Seats at Opening Event - Tu Rangatira Awards.
- Invitation to Pre-event VIP cocktails.
- 10x VIP passes (2 day event) - Te Maeva Nui NZ Cultural Festival,
- Brand placement on all print media & billboards.
- Acknowledgment as ‘Ārio level sponsor
- Audio visual advertisement throughout the festival with special mentions by participating teams.

VEO SPONSORSHIP

5K - 15K

Our Veo sponsorship is our **BRONZE** tier package. Veo sponsorship is based for our small businesses or families who also seek our vision through their branding.

Giving an opportunity for everyone to be able to invest in something far greater than they have before.

“We see no difference, We only see one vision”.

- Verbal mention during presentation.
- Recognition on our website.
- Acknowledgment as Veo - level sponsor during prize giving.
- An invitation to a pre-event VIP cocktails.



KAPA

MARKETS

**SPONSORSHIP
10K**



Set against the backdrop of Te Maeva Nui NZ powerful performances and celebrations, Kapa Markets supports local businesses and creates a dynamic experience for visitors to connect, discover, and support “All things Cook Islands”. The atmosphere is combined with delicious Cook Islands cuisine, Traditional Arts & Crafts & non-stop entertainment based on the outskirts.

- Space for a stall or display at the event
- Co-branded initiatives, competitions, or giveaways
- Tailored acknowledgment during formal speeches and stage presentations

COOK ISLANDS FOOD

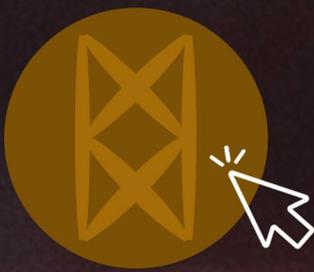
COOK ISLANDS ARTS & CRAFT

COOK ISLANDS ENTERTAINMENT









CONTACT

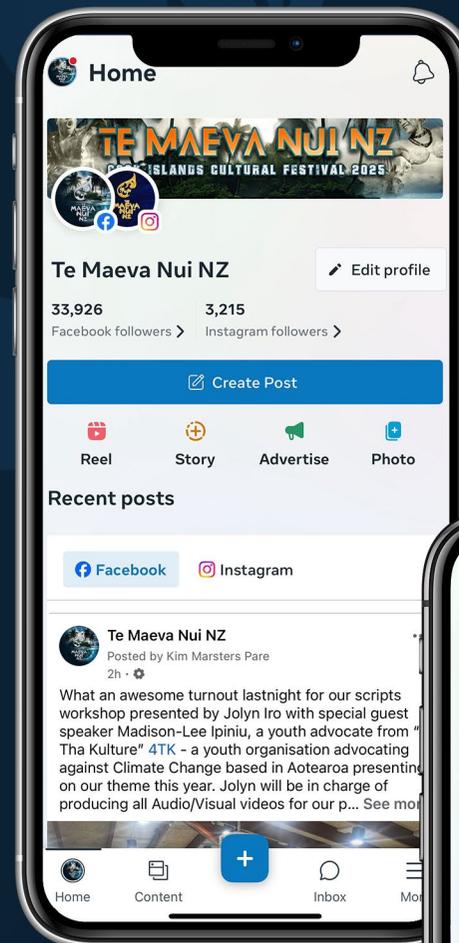
If you would like to partake in this opportunity, please contact us using the details below -

SPONSORSHIP GENERAL EMAIL
sponsorship@temaevanui.nz

Kim Marsters
Festival Coordinator
kimi@temaevanui.nz
021 264 5498

CLICK OUR LINKS

Want to know more ?
Take a journey through our social media platforms and how our community recognises Te Maeva Nui NZ.



OUR STATISTICS

Te Maeva Nui NZ actively engages with its community through various social media platforms, fostering cultural connection and promoting event participation combining a **185.7k reach**.

- **Facebook:** The official page has garnered over 30,000 followers & 14,500 likes between the age groups 25 to 65 years of age . It maintains an active presence with regular updates, event announcements, and community interactions.

- **Instagram:** With more than 3,200 followers, the Instagram account showcases vibrant visuals from past events, behind-the-scenes moments, and cultural highlights, effectively engaging a younger demographic.

- **TikTok:** The TikTok account (**@temaevanuinz**) has amassed over 4,560 followers and 83,400 likes, featuring engaging content that promotes Cook Islands culture and language in Aotearoa New Zealand.

These platforms serve as vital tools for reaching and engaging with the Cook Islands community in New Zealand and beyond, promoting cultural heritage and event participation.

Information current at 14 April 2025



