



Media Release - Tuesday, May 02, 2017

Local business increases support of Trust

Local Hororata business, Prime Smoke, will this year increase its support to become a Strategic Partner of the Hororata Community Trust. Prime Smoke was the primary partner of the inaugural Hororata Highland Games and has supported the event in various ways since then.

“We have believed in the Games since its inception, we can see the wide reaching benefits of this event for our community. As the Games has become more established the Trust has evolved and it now supports the community in a number of other areas.

While we get great exposure for our products through the Games, we see our increased investment in the Trust as a way to help have a positive impact in our community,” comments Managing Director of Prime Foods, Henry Studholme.

Prime Smoke sponsors the Band arena at the Hororata Highland Games and caters the Thank You BBQ at the end of the day, as well as having a stall at the event.

“We have a big suite of partners who sponsor the Hororata Highland Games, it is a part of their annual marketing strategy and they get great results from their investment. They also invest emotionally in the event and feel part of Clan Hororata through their involvement.

We also have a number of partners who are involved in not just the Games but support other Hororata Community Trust’s activities throughout the year. Prime Smoke are one of the biggest employers in our community, they are a 100% New Zealand owned business and their support of the Games and Trust helps us provide the resources to foster and promote the district,” said Hororata Community Trust Chair, Richard Lang.

“We are very grateful to all the businesses who partner the Games and Trust, what we do simply would not be possible without their support. We urge people in the community to take notice of those companies who are giving back and recognise them for this,” concluded Richard.

There are several partnership opportunities with the Hororata Highland Games this year, if you are interested in being part of this success story visit www.hororatahighlandgames.org.nz

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