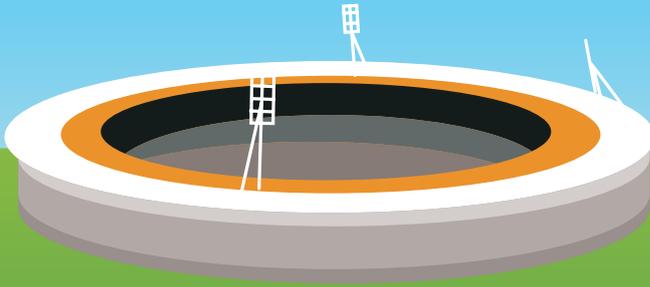




CLEAN GAME, CLEAN ADVERTISING



Banner Towing's Potential Hidden Cost

Towing a banner behind your aircraft may seem like a quick and easy way to make a few bucks, but if you're doing it around a stadium during a major event, it may end up costing you thousands of dollars.

Aerial advertising is not new. In fact, in 1902 the first British-built airship carried an advertisement for Mellin's infant food. Since then we've seen everything from blimps (the Good Year blimp probably being the most famous), to shaped hot air balloons, and probably the most common, banners being towed behind planes.

Studies have shown that banner tows are very effective advertising tools with a very high recall and retention rate – perhaps because of the rather unusual method that the advert is displayed.

However, if you're thinking of flying a banner behind your aircraft near a stadium full of people at a major event, then you need to do some research.

Special Use Airspace

The CAA can only restrict airspace if there is a compelling safety reason to do so. Usually, this is because of high air traffic density, such as many helicopters covering a single event. Sometimes procedures developed by user groups mean that restricted airspace isn't necessary.

Pilots will be well aware of the need to check the AIP Supplements and NOTAMs for special use airspace. But now you also need to consider 'major events' and be aware that these are not notified in the aviation system.

What is a Major Event?

In 2007, the Major Events Management Act (MEMA) was passed to ensure major events in New Zealand were run

efficiently and to protect the rights of official event sponsors. The Governor-General can declare an event a 'major event' providing it meets certain criteria, particularly around size and exposure of the event. Examples of major events include Rugby World Cup 2011, ICC Cricket World Cup 2015, and the upcoming FIFA Under-20 World Cup New Zealand 2015.

Clean Zones

During a major event, 'clean zones' – usually the venues and surrounding areas where fans are likely to be concentrated – can be declared for a specified period (usually the day of the event). The clean zones and periods can be found in the *New Zealand Gazette*.

During a clean period, unauthorised advertising – unless it is by an existing business honestly carrying out its ordinary activities – is prohibited within the clean zones and anywhere clearly visible from within the clean zone. It's this provision which applies to aerial advertising. While you may not be flying directly over the stadium, if the banner is visible, it's still going to be covered by the MEMA's "ambush marketing by intrusion" provisions.

Penalty

The penalty for breaching these provisions of MEMA is a fine up to \$150,000. For more information, visit the Major Events section of the MBIE web site at www.med.govt.nz/majorevents. ■