



NEW ZEALAND MAJOR EVENTS

Major Events Management Act

The Major Events Management Act (MEMA) provides protection to organisers and sponsors of major events from ambush marketing. The legislation is generic in nature and can apply to any major event that meets the criteria in the Act.

The MEMA is intended to apply to one-off internationally significant major events where protection from ambush marketing is a requirement for the award of hosting rights. The MEMA is not intended for annual or regular events that New Zealand hosts as of right.

The MEMA recognises that major events rely on sponsors making very large financial commitments. Clearly those sponsors do not want others to free-ride on their investments and trade off the goodwill and publicity surrounding an event.

[Major Events in 2017](#)

New Zealand is getting ready to host three major sporting events in 2017: World Masters Games 2017 in April; DHL NZ Lions Series 2017 in June and July, and Rugby League World Cup 2017 from October to December. All of these sporting events have been declared 'major events' under the Act. This provides protection against commercial exploitation by association or intrusion.

[Read more about Major Events in 2017](#)

[Information for event organisers](#)

Information on the application process, timeline, and the key protections in the MEMA for events that have been declared to be major events.

[Read more about Information for event organisers](#)