



# 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.