



BID leverages ATEED event

[Pukekohe Business Association](#) (PBA) moved into top gear during September's annual V8 Supercars.

The BID was a major sponsor of the [Cardboard Car Rally](#) which ran alongside the driver signing event that V8 Supercars and ATEED organise. This event is targeted at the local community and to get some excitement around an international event happening in Pukekohe.

Town centre manager **Kendyl Sullivan** said the PBA also sponsored a van that ran from the V8 accommodation campgrounds into town.



Other activities

- [Window Dressing Competition](#)
- Business as usual campaign ('Ready. Set. Shop!') This was in local newspaper as well as shown on the big screen at the ITM Supercars event.
- [Facebook ticket giveaway](#)
- Supported ancillary events such as the Monarch drive up (see right)
- Handed out our brochures such as our 'where to eat in Pukekohe' guide to campgrounds for visitors.

