

Tahiti 2027 Appoints Parkdale Amber As Partnerships Agency

Parkdale Amber is proud to announce that they have been appointed as the Pacific Region Partnerships Agency for the Tahiti 2027 Pacific Games. Working hand-in-hand with the Games Organising Committee, Parkdale Amber will assist the development of commercial partnerships for the Games, enhancing the ability of brands to harness one of the largest events in the world, to connect with the wider Pacific audience.

Parkdale Amber has extensive experience in major sporting events, including previous iterations of the Pacific Games, Commonwealth Games and Olympics.

The Tahiti 2027 Pacific Games will feature:

- 14 days of celebration
- Over 5,000 athletes and team officials
- Across 24 sports disciplines and 3 parasports
- From 24 nations across the Pacific region
- With over 4,500 volunteers
- Engaging more than 44 million Pacific Islanders

Australia and New Zealand will be invited in at least half of the 24 sports as they continue to integrate into the wider Pacific Games program, an initiative that commenced with invitations in 4 sports at Port Moresby 2015 Games.

Peter Stewart, Director of Parkdale Amber said “The Pacific Games offers a unique opportunity for corporate partners to reach all Pacific citizens and companies. Its long history makes it the most significant sporting event in Oceania and is closely followed across all Pacific Nations. We are delighted to be partnering with the Tahiti 2027 Organising Committee to assist with the marketing of this important event.”

Noelline Parker, Chairperson of the Tahiti 2027 Games Organising Committee said “The team at Parkdale Amber has a long history of involvement with the Games, as does Tahiti. We are pleased that the Organising Committee has been able to secure their services to assist us with the marketing of this once-in-a-generation event, and the identification of Major Partners for the Tahiti 2027 games across the Pacific. We are looking forward to corporate support to assist the Organising Committee to deliver the best ever Pacific Games in Tahiti.”

Andrew Minogue, CEO of the Pacific Games Council said “The Pacific Games Council is delighted that Parkdale Amber will be working with our hosts in Tahiti to support the 2027 Pacific Games. We have had a close working relationship with their directors for over 10 years, spanning three editions of the Pacific Games, and we trust in their ability to add significant value to Tahiti 2027 and to strengthen the Pacific Games brand by bringing commercial partners to the Games across several future editions.”

For brands, the Tahiti 2027 Pacific Games provides a unique opportunity to deeply engage a vast community across so many different nations and cultural diversity, with one single touch point.



Through shared values of inclusion and responsible sustainability, the Games provides a way to significantly support developing nations and provide tangible and meaningful results throughout the Pacific.

Brands that want to explore commercial opportunities with the Tahiti 2027 Games can contact Parkdale Amber through their website www.parkdaleamber.com.au or directly via info@parkdaleamber.com.au

About Parkdale Amber

Established in 1984, Parkdale Amber has been delivering Major Events, Projects and Business Management solutions for over 40 years throughout the globe.

Parkdale Amber have demonstrated the ability to deliver strong commercial returns to Games corporate partners through unique product promotion opportunities, business networking and direct to consumer solutions. Together with providing unparalleled brand recognition via association with one of the largest and best loved events in Oceania.

About the Pacific Games

Since 1963 the Pacific Games has been the pinnacle multi-sport event across the Pacific region. Every four years, the Games bring together nations across the diverse Pacific to celebrate sporting accomplishments and share knowledge and culture. The Pacific Games provides a qualification pathway for many athletes to the Olympic Games. For many participating nations, this is their ultimate sporting event.

Made in Oceania, for local Pacific Nations. The Games respect culture, traditions and languages to promote diversity through uniting multicultural exchange and sporting competitions. The Games encourage development through construction and modernisation of developing Pacific Nations, up-skilling athletes, officials, staff and local businesses as well as providing economic opportunities to boost tourism and create jobs for a long-lasting legacy.