

tvnz NZ
MARKETING
AWARDS
2021

Sponsorship Media Pack

30 Years of
Exceptional Marketing



Introduction

The Marketing Awards celebrate everything that makes marketing great in New Zealand

It's the only awards program dedicated to recognising and rewarding excellence and thought leadership in the essential business practice and discipline of marketing. Not just execution, the whole kit and caboodle.

The awards benchmark excellence across all aspects of marketing. As such they:

- set the standards for marketers and their service industries in a local context
- provide examples of integrated marketing that have been rigorously judged by an independent panel of some of the country's most respected marketers
- raise business and organisational awareness — both private and public sector — of the value of marketing, and understanding of the economic importance of marketing excellence
- demonstrate the tangible (commercial and human) benefits that accrue from marketing excellence

And 2021 is a particularly special year for these prestigious Awards, being their 30th anniversary of Celebrating exceptional marketing.

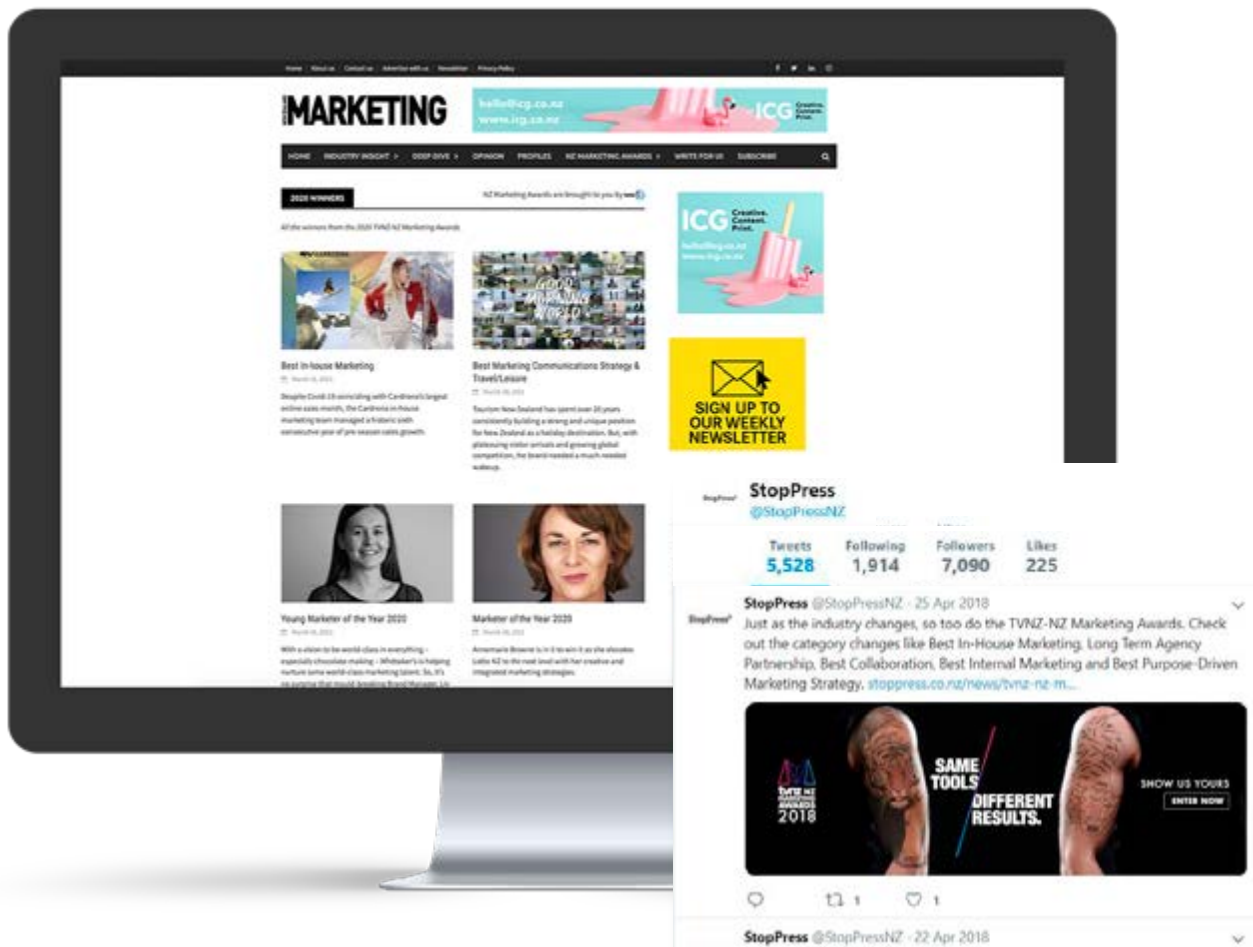
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Awards



This is an annual opportunity to celebrate marketing. To find and share the stories of creativity, energy, tenacity and results that have made a difference.

To witness how our best and brightest have stretched boundaries across communications, design, product development, service experiences, internal culture and beyond.

To recognise those taking marketing forward to new places, in new ways.



Not your usual sponsorship opportunity

The Marketing Awards support and promote the concept of marketing performance and excellence, and within that context, any brand or business that aspires to raise its profile with marketers and their agencies, these awards provide an unrivalled platform.

This is not a 'put your logo here' opportunity, as, while we understand the need for brand awareness, the biggest opportunity is how we collaborate with you to leverage this platform and the media channels available to you because of your investment.

We will work with each sponsor to custom-design a media package that aims to effectively engage this audience and meet their marketing/business objectives, using a combination of brand advertising and branded content across our business publications – NZ Marketing and/or StopPress, as well as Idealog and The Register.

Sponsorship of a category is an added benefit of the overall package.

Our approach

NZ Marketing magazine, together with the NZ Marketing Association manage the entire process, integrating the promotional, editorial, advertising and event components using NZ Marketing and the Marketing Association membership channels as the principle media vehicles.

These networks provide access to a wide audience covering the country's marketing, advertising, media and related industries who, combined, specify over \$2.5 billion per annum in marketing spend.*

Each year these awards are reviewed and enhanced with categories refined to ensure relevancy.

A robust judging process, and selection of a trusted judging panel led by the NZ Marketing Association and made up of respected marketing and business leaders is maintained.

Greater use of digital and on-screen entertainment over recent years with the help of Premier Sponsor TVNZ, has improved the audience experience on awards night. Our ambition is to be the most relevant awards program on the annual calendar.

*Source: Advertising Standards Authority, April 2019

“We congratulate Sharesies on translating a business objective into great market engagement with differentiated positioning.”

The Judges on Supreme Award winner 2020, Sharesies





Why enter awards?

Promote your brand: Awards are an important part of the employment brand – the best people want to work for those organisations recognized as leaders in their industry.

Team morale: Awards help tremendously with team morale – going through the process of preparing an award entry is a timely and welcome reminder of what went into the project and what the organization got out of it. There's no better way to punctuate a successful year than by pausing to celebrate with the people who made it possible.

Reflection: Awards are a great way to reflect on the work, consider what went well and ensure valuable lessons are learnt.

Judging - criteria & process

The awards recognise companies that exhibit all-round marketing excellence and a depth of strategic and tactical marketing thinking and practice.

There are two rounds of judging, overseen by a Convener of Judges and led by the NZ Marketing Association.

Full details of the judging process is available on request.

“Cardrona is small business excelling at what they do best with their marketing programme. In a competitive market, with a small window of opportunity to capture their customer and revenue stream, they had a well-defined marketing programme in place which was dramatically impacted by the Covid-19 crisis. They were able to reinvent and expand their customer engagement and uptake.”

Judges comments on Cardrona Alpine Resort winning Best In-House Marketing award, 2020.

AWARDS available for sponsorship

Sector Awards

- Automotive
- B2B
- Consumer Products & Services
- Agriculture
- Education
- Fast Moving Consumer Goods
- Financial & Banking
- Healthcare / Beauty
- Media/Publishing
- Not-for-profit
- Public Sector
- Retail,
sponsored by The Radio Bureau
- Technology
- Travel / Leisure
- Utilities / Communications

Excellence Awards

- Best use of customer insight/data,
sponsored by Reach Media
- Best marketing communications strategy
sponsored by NZME
- Best use of sponsorship
- Best brand extension/innovation
- Best purpose-driven marketing strategy
- Best internal marketing strategy
- Best emerging business/new brand
- Best export marketing strategy
- Best brand transformation,
sponsored by One Picture
- Best marketing on a shoestring budget
- Best collaboration
- Long-term marketing excellence
- Best long-term agency partnership
- Best in-house marketing

Individual awards

Young Marketer of the Year
sponsored by ThinkTV

Marketer of the Year
sponsored by oOh! Media

Marketing Hall of Fame
sponsored by TVNZ

Best of the best

Supreme Award
sponsored by TVNZ

The Sponsorship package includes:

Event management

- a professionally managed event program.

Promotion

- a sustained, multi-channel marketing campaign to promote the awards over a six month period.

Editorial

- editorial commitment and exposure by the NZ Marketing/StopPress team throughout the programme, plus in-depth coverage of all the winners published both on StopPress, in NZ Marketing magazine and via NZ Marketing Association channels and networks.

Customised advertising package

- a combination of brand advertising or branded content, in NZ Marketing magazine and/or StopPress, tailored to sponsor's specific requirements, for use during six-month campaign.

Engagement/Activation

- an opportunity for sponsors to meet with all finalists at an informal **Finalists Announcement Function**; plus **customised activation opportunities** for Premier and Principal sponsors on awards night.

Award naming rights & branding

- for sponsors throughout the campaign program on all collateral, and at the awards event.

Complimentary tickets

- for sponsors to the prestigious awards event

Formal acknowledgement

- at awards, with sponsor to present award on-stage

Package Options:

Sector Awards - \$8,000

With a media package to the value of \$4,000.

Excellence Awards - \$10,000

With a media package to the value of \$8,000.

Individual Awards - \$14,000

With a media package to the value of \$12,000. VIP

Lounge - \$8,000

With a media package to the value of \$4,000.

Winners Lounge - \$20,000

(*negotiable depending on specific requirements)

Please add 15% GST to all prices

Prices are non-agency commission bearing

50% deposit required on booking confirmation

Full payment required by 20 August 2021

Greater profile, stronger awareness and more potential customers are our objectives for our sponsors

WINNERS LOUNGE available for sponsorship



An opportunity to create an exclusive experience of your business and brand on Awards night. Your brand will be on display before, during and after the awards, in addition to an exclusive opportunity to network and engage personally with award winners.

Concept

- Set up in the pre-function room adjoining The Great Room where the Awards event takes place, the Lounge will be clearly labelled, and the set décor can be adapted to suit the sponsor*.
- After receiving their award, each winner is led off-stage to the Lounge, handed a glass of champagne and interviewed by NZ Marketing host. The interview is a fun 'Graham Norton' style open discussion, onlookers welcome, and sometimes the entire winning team will join in.
- The sponsor will be in the unique position to create an exclusive experience for their business, key staff and brand.



The winners lounge lends itself to dynamic brand/product launches

The sponsorship offers:

- the opportunity to celebrate with the winners. You as the sponsor get to invite all the 2021 TVNZ-NZ Marketing Award winners to a special lounge, enticed by a glass of bubbles, canapes and friendly faces.
- winners are interviewed to find out what makes them tick — the questions can be tailored to suit sponsors' objectives.
- the interviews can be captured on video, with full rights to the sponsor to use on their own social media channels.

A measure of success will be due in part to sponsors' networking efforts on the night, which will help raise the profile of your business.

Investment / \$20,000 plus GST

Rate based on full package and negotiable subject to confirmation of specific sponsor requirements.



VIP COCKTAIL BAR available for sponsorship

A high impact branding opportunity

All awards guests are presented a cocktail on arrival.

Includes:

- 600 Cocktails
- 3x bar staff dressed in tuxedos
- Illuminated bar with printed wrap
- Red carpet

Investment / \$8,000 plus gst (includes corkage fee)

The company

ICG Media publishes NZ Marketing magazine (print & digital) and stoppress.co.nz

ICG Media also publishes a number of multi award-winning publications such as Idealog, Good, Dish and associated websites, and is New Zealand's leading creator of branded content and owned media, such as Habitat for Resene, Toast for Liquorland and many others.

Whether it's our print and online magazines and books, or your own custom publishing and print projects, we create products that inform, inspire and stand out from the crowd.

ICG Media looks forward to working closely with you to maximise this sponsorship opportunity. Please feel free to contact us if you have any queries or would like to discuss other opportunities.

The contacts



David Nothling-Demmer

Editor NZ Marketing and StopPress

david.nothling@icg.co.nz

+64 211 492 348



Vernene Medcalf

Commercial Manager

vernene.medcalf@icg.co.nz

+64 21 628 200