



# TVNZ

NZ MARKETING

# AWARDS

# 2023

**Sponsorship Media Pack**



## About the Awards

**The TVNZ-NZ Marketing Awards is the only awards programme in the country that focuses on the essential business disciplines and benefits of great marketing.**

Now in its 32nd year, the TVNZ-NZ Marketing Awards celebrate the collective excellence in strategic and creative thinking that goes into award-winning marketing. They recognise exceptional marketing and marketing professionals that shape successful businesses across all aspects of the discipline. 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 and business leaders.
- 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.

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.

Organisers of the Awards, *NZ Marketing* magazine (owned by SCG), alongside event partner NZ Marketing Association (MA) manage the entire process, integrating the promotional, editorial, advertising and event components using *NZ Marketing* magazine and MA membership channels as the principal media vehicles.

These networks provide access to a wide audience covering the country's marketing, advertising, media and related industries, who, combined, specify over \$3.2 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 MA and made up of respected marketing and business leaders is maintained.

The eight-month long Awards programme culminates in an exclusive Awards Night event attracting some of the country's biggest businesses, brands and of course marketers who all come together to celebrate their successes and wins.

Our ambition is for the TVNZ-NZ Marketing Awards to be the best Awards programme on the annual calendar.

**The 2023 Awards Night will be held at Spark Arena in Auckland on Wednesday, September 6. An event on the New Zealand awards calendar not to be missed.**

\* Source: Advertising Standards Authority, 2022

# 2023 Categories

The TVNZ-NZ Marketing Awards are split into three categories with a total of 32 Awards across 30 categories.

- **Marketing Excellence Awards:** These awards recognise excellence in specific disciplines across different sectors. The Judges are looking for entries that demonstrate how effective marketing strategy has led to measurable results for a business/or brand.
- **Marketing Campaign Awards:** This category of awards recognise innovative and agile marketing. Judges are looking for examples of marketing campaigns that have identified short-term opportunities/challenges, and have created a specific campaign within a 12 month or less period that has produced measurable outcomes.
- **Individual Awards:** Individual Awards recognise marketing professionals who have been instrumental in the overall marketing success of a business/brand, both in the short- and long-term.



## Excellence in...

- B2B Marketing Strategy
- Brand Transformation Strategy
- Consumer Products & Services Strategy
- Data Insights Strategy
- Fast Moving Consumer Goods Strategy
- Financial & Banking Marketing Strategy
- Healthcare/Beauty Marketing Strategy
- Long-Term Marketing Strategy
- Marketing Communication Strategy
- MarTech Strategy
- New Brand Development
- Not-for-Profit Marketing Strategy
- Public Sector/Government Marketing Strategy
- Purpose Driven Marketing Strategy
- Retail & e-Commerce Marketing Strategy
- Sponsorship Strategy
- Travel/Leisure & Entertainment Marketing Strategy
- Utilities/Communications Marketing Strategy

## Best campaign in...

- B to B Marketing
- B to C Marketing
- Data Driven Marketing
- In-House Marketing
- Marketing on a Shoestring Budget
- Media
- Not-for-Profit Marketing
- Public Sector/Government Marketing

## Marketing professionals...

- Up-&-Coming Marketer of the Year
- Marketer of the Year
- Marketing Team of the Year
- Marketing Hall of Fame

## Overall excellence...

- Best Overall Short-term Initiative
- Supreme Marketing Excellence Award

# Awards Programme Timeline

### Call For Entries:

Opens: 21 March 2023

Closes: 28 April 2023

### Judging:

Round 1: 10 - 31 May 2023

Finalists announced – 2 June 2023

Round 2: 15 - 24 July 2023

### Awards Night:

Wednesday 6 Sept 2023



# Sponsorship Opportunity

Below are the partnership and sponsorship tiers across NZ Marketing magazine print, digital and event assets:

These Awards support and promote marketing performance and excellence, and within that context, for 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, StopPress, Idealog and The Register.

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



|                                                       | Supporter                                                                                                                                                                                                                                         | Gold Sponsor                                                                               | Platinum Sponsor                                                                           | Naming Rights Sponsor                                                                      |
|-------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| Includes                                              | 1x category Sponsorship                                                                                                                                                                                                                           | 1x category Sponsorship                                                                    | 1x category Sponsorship                                                                    | Naming rights for the Awards Show                                                          |
|                                                       | 2x tickets to the Awards                                                                                                                                                                                                                          | 4x tickets (1x table) to Awards                                                            | 10 tickets (2 tables) to Awards                                                            | 2 category Sponsorships                                                                    |
|                                                       | Inclusions on all promotional material                                                                                                                                                                                                            | Inclusions on all promotional material                                                     | Inclusions on all promotional material                                                     | 20 tickets (2 tables) to Awards                                                            |
|                                                       | 1x Full Page brand ad Awards Night programme                                                                                                                                                                                                      | *Opportunity to activate on Awards Night in pre-function area                              | *Opportunity to activate on Awards Night in main function room                             | Inclusions on all promotional and post event collateral                                    |
|                                                       | Additional tickets @ 10% discount                                                                                                                                                                                                                 | 1x Full Page brand ad Awards Night programme                                               | 1x Full Page brand ad in Awards Night Programme                                            | Formal acknowledgement + opportunity to address Awards Night audience                      |
|                                                       |                                                                                                                                                                                                                                                   | 1x Full Page brand ad, NZ Marketing Magazine Sept issue                                    | 1x Full Page brand ad NZ Marketing Magazine, Sept issue                                    | *Opportunity to activate on Awards Night in main function room                             |
|                                                       |                                                                                                                                                                                                                                                   | Additional tickets @ 20% discount                                                          | 4 weeks Megaheader display ads on NZMarketing.co.nz                                        | *Opportunity for in-room branding                                                          |
|                                                       |                                                                                                                                                                                                                                                   | *Activation only in the Foyer Entrance                                                     |                                                                                            | First right of refusal on activation opportunities (including alcohol)                     |
|                                                       |                                                                                                                                                                                                                                                   |                                                                                            | 1x solus eDM to NZ Marketing.co.nz subscribers                                             | Double page brand ad in Awards Night Programme                                             |
|                                                       |                                                                                                                                                                                                                                                   |                                                                                            | 1x profile article, NZ Marketing website & eDM                                             | 2x Full Page brand ads in NZ Marketing Magazine, Sept issue                                |
|                                                       |                                                                                                                                                                                                                                                   |                                                                                            | Additional tickets @ 20% discount                                                          | 6x weeks Megaheader banner advertising on NZ Marketing.co.nz                               |
|                                                       |                                                                                                                                                                                                                                                   |                                                                                            |                                                                                            | 4x solus eDMs to NZ Marketing.co.nz subscribers                                            |
|                                                       |                                                                                                                                                                                                                                                   |                                                                                            |                                                                                            | 20% off all other ad rates across NZ Marketing print/digital                               |
|                                                       |                                                                                                                                                                                                                                                   |                                                                                            |                                                                                            | 20% discount off the price of additional tickets purchased                                 |
| Investment                                            | \$5,000                                                                                                                                                                                                                                           | \$8,000                                                                                    | \$12,500                                                                                   | \$50,000                                                                                   |
| *Awards Show Activations & Additional Branding        | *Activations are a highly effective way to create a positive and long-lasting impact on event attendees. Aim to create a WOW moment to inspire audience participation.                                                                            |                                                                                            |                                                                                            |                                                                                            |
|                                                       | All costs associated with Awards Night activation or additional branding to be absorbed by the sponsor, and are above and beyond the sponsorship fee. Sponsor may independently promote and advertise its sponsorship of the NZ Marketing Awards. |                                                                                            |                                                                                            |                                                                                            |
| Optional Extras                                       |                                                                                                                                                                                                                                                   |                                                                                            |                                                                                            |                                                                                            |
| Designed to provide ongoing exposure through the year | 1x FP brand ad, any issue NZ Marketing magazine                                                                                                                                                                                                   | 3x FP brand ads, to maintain presence in all 4 issues of NZ Marketing magazine (quarterly) | 3x FP brand ads, to maintain presence in all 4 issues of NZ Marketing magazine (Quarterly) | 3x FP brand ads, to maintain presence in all 4 issues of NZ Marketing magazine (Quarterly) |
|                                                       | Add \$2000 to \$5000 price above                                                                                                                                                                                                                  | Add \$6600 to \$8,500 price above                                                          | Add \$6000 to \$12,500 price above                                                         | Add \$5400 to \$50,000 price above                                                         |

All Sponsorship and Partnership agreements are a 2-year minimum contract, and are billed annually unless otherwise agreed. Please speak to us for any other tailored/bespoke package combinations.



# About SCG Media

SCG Media publishes *NZ Marketing* magazine (print & digital) StopPress and a number of multi award-winning publications such as Idealog, Good, Dish, and is New Zealand's leading creator of branded content and owned media, such as Habitat for Resene, Toast for Liquorland, Farmlands 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.

SCG 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



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