

Absolutely Positively Marketing

[**Partnership Pack**]

Date: 1 July 2026
Location: Cliftons Wellington

Celebrate and learn
from the incredible
work coming out of
Aotearoa's capital.



In partnership with



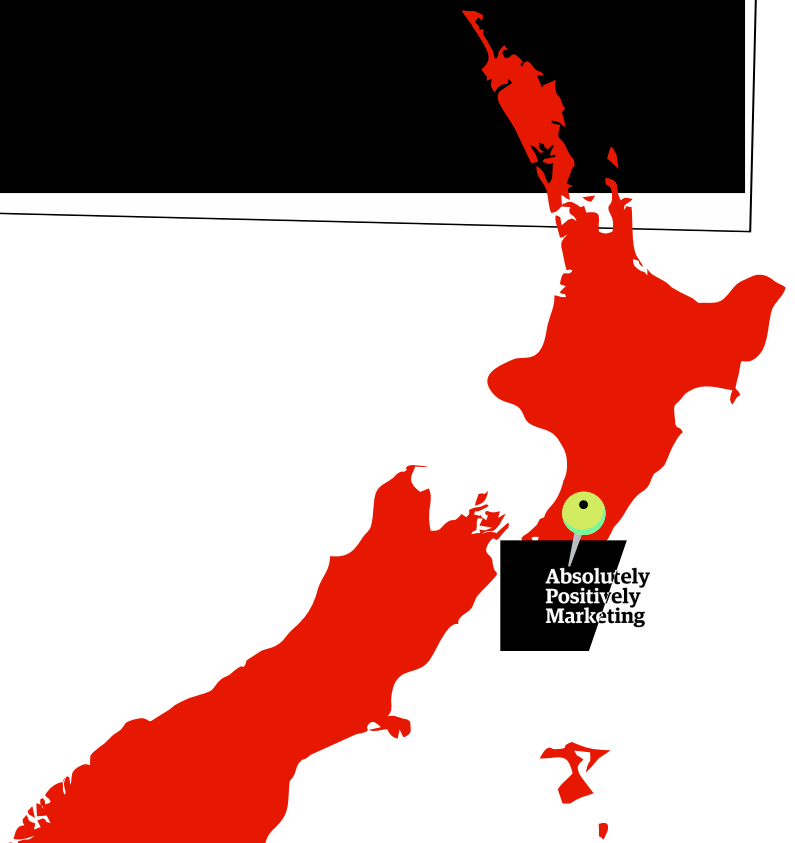
Event Overview

The **Absolutely Positively Marketing conference** brings together some of Wellington's most influential marketers, creatives and brand leaders to showcase the ideas, campaigns and people shaping marketing in Aotearoa's capital.

The programme features a dynamic mix of keynote speakers, case studies and panel discussions. Highlights include an international keynote from Rachel Howard, General Manager of adidas Pacific, sharing global brand-building insights, alongside leading local case studies from Trade Me and New Zealand Police exploring cutting-edge AI marketing and the power of social storytelling.

A panel of award-winning marketers from Sharesies, Sport NZ and Summerset will unpack the strategy and execution behind their recognised campaigns, while a creative leadership panel featuring representatives from agencies, Wētā Workshop and World of WearableArt will explore how Wellington consistently produces world-class ideas.

Together, these sessions offer attendees practical insights, real-world learnings and inspiration across creativity, innovation, technology and cultural impact - making this a must-attend event for marketers looking to stay ahead in a rapidly evolving landscape.



Networking Drinks Partner Opportunities \$2,000 + GST

The networking drinks session is where many of the most valuable conversations happen. As delegates unwind after the programme, the session provides a relaxed environment for marketers, communicators and agency leaders to connect and exchange ideas.

- Recognition as the Networking Drinks Partner
- Brand presence during the networking drinks session
- Opportunity to welcome delegates and invite them to the networking session (1-2 minutes)
- 2 conference tickets
- Opportunity for your team to connect with attendees



Coffee Partner \$3,000 + GST

Coffee is central to Wellington's professional culture. Sponsoring the barista coffee cart creates a natural gathering point for attendees and positions your brand at the heart of conference networking.

- Barista coffee cart (up to 200 coffees), including set-up and baristas
- Opportunity to brand the coffee cart or display banners nearby
- Opportunity to run an activation or prize draw
- 2 conference tickets
- Name acknowledgement in pre-event communications
- Logo displayed on event AV and verbal recognition by the MC
- Attendee list (excluding contact details)



Networking Lunch Partner \$3,000 + GST

Position your organisation front and centre as attendees arrive and connect over a light networking lunch before the conference begins.

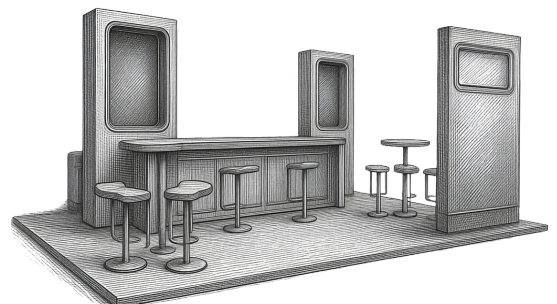
- Brand visibility during the networking lunch
- Opportunity to run an activation (QR code entry, prize draw or similar)
- Acknowledgement in event marketing and social media
- Recognition by the event MC during the conference
- 2 conference tickets



Exhibitor Partner \$1,500 + GST

Exhibiting provides a direct opportunity to showcase your organisation, services or expertise to professionals working across marketing, communications and engagement.

- Exhibitor space with power point
- Branding on the event website
- Logo displayed on event AV and verbal recognition by the MC
- Opportunity to run an activation for lead capture
- 1 conference ticket
- Attendee list (excluding contact details)



Absolutely Positively Marketing

Why Partner with this Event

Partnering with Absolutely Positively Marketing Wellington places your organisation at the centre of Wellington's marketing and communications community.

This is an opportunity to connect with professionals responsible for marketing strategy, campaigns and communications across government, agencies and consultancies.

- Increase brand visibility among senior marketing and communications professionals
- Build relationships with influential decision-makers across the capital
- Showcase your organisation's expertise to an engaged professional audience

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