

BRAND SUMMIT

PARTNERSHIP PACK

9 OCTOBER 2025

Premier Partner

ma.
Marketing Association

TRA

WHY PARTNER?

The MA has 9,000+ members across brands, marketing service providers, agencies, and suppliers. Each year, we communicate and interact with over 21,000 New Zealand marketing professionals. We have over 30,000 followers across our social media channels, and more than 775,000 annual website visitors.

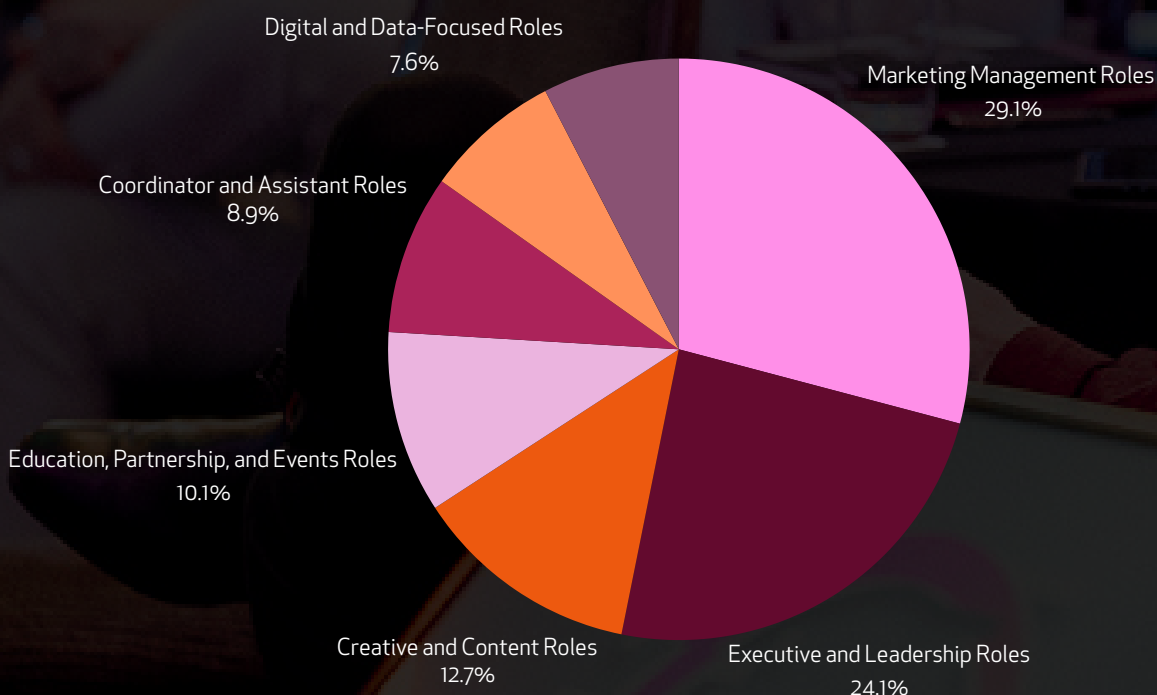
Supporting the MA through a partnership is a fantastic way to build brand recognition among New Zealand marketers and show your support of the MA and the NZ marketing industry.

With an estimated 300+ delegates expected to attend Brand Summit 2025, this will provide our partners the chance to connect with the marketing community and be part of the conversations around the latest trends in brand marketing. We will help you and your brand get in front of decision-makers, and network with potential customers.

This is the perfect opportunity for you to speak-face-to-face with and reach a large targeted audience in a small amount of time.

The MA team can work with you to identify additional, bespoke partnership opportunities to match your goals.

BRAND SUMMIT 2024 ATTENDEE JOB TITLES



EXHIBITOR ZONE

Investment: \$3,500 +gst

Partnership Benefits:

- 2 free tickets for the conference.
- Exhibitor space with access to power.
- Verbal recognition by event MC and logo on event AV.
- Branding on the event website and marketing emails.
- Opportunity to do an activation in your space to engage and to capture leads.
- Attendee list (excl. contact details)

*AV may be provided at an additional cost. A bar leaner/trestle table can be requested and is subject to availability. All costs associated with an activation are the partner's responsibility.



As an exhibitor, you'll gain direct exposure to a highly-targeted audience, showcase your expertise, and engage with professionals eager to invest in innovative solutions.

The exhibitor package includes a great space in our high-traffic networking area, branding across event materials, opportunities for thought-leadership, and access to exclusive networking sessions. This is your chance to elevate your brand, generate qualified leads, and position yourself as a leader in digital marketing.



NETWORKING DRINKS PARTNER

Investment: \$5,000 +gst

For both attendees and partners, the networking component of any event is where the magic happens! It's the informal conversations and connections that builds networks and often leads to the best future opportunities.

By being our networking drinks partner, you are guaranteed the biggest brand presence during this time. You and your team will be seen as the hosts of the drinks, with the opportunity to say a few words to the audience, and for your team to be there to network.

Partnership Benefits:

- 2 tickets for the full conference. More members of your team may join for the networking drinks to network.
- Opportunity to brand bar in networking drinks area (pre-function space) during the networking drinks.
- Opportunity to go on stage to say a few words to invite delegates to join you for drinks (1-2 mins).
- Verbal recognition by event MC and logo on event AV.
- Branding on the event website and marketing emails.
- Attendee list (excl. contact details).

*All costs associated with branding are the partner's responsibility.



BARISTA COFFEE PARTNER

Investment: \$4,500 - \$9,000 +gst

The only thing better than great coffee, is free great coffee. By partnering with us for the barista coffee carts, you would capture a special place in the hearts of our coffee-loving members. This partnership represents an opportunity for you to increase brand awareness among MA's membership base, and to engage in conversations over coffee with New Zealand marketers.

Partnership Benefits:

- 2 tickets to the sponsored conference.
- 2 coffee carts at event, coffee cart rental, set up, and baristas.
- Opportunity to brand coffee cart or display banners by coffee cart.
- Opportunity to run an activation by coffee cart to capture attendee details.
- Opportunity to provide branded coffee vouchers which will be given out to each attendee. (Can include a QR code to collect data).
- Branding on the event website and marketing emails.
- Name and mention in pre-event confirmation email.
- Verbal recognition by event MC and logo on event AV.
- Attendee list (excl. contact details)

*All costs associated with branding and activations are the partner's responsibility.



PREVIOUS PARTNER ACTIVATIONS



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ACTIVATION IDEAS 2025

VR BRAND ACTIVATION



CHARGING STATION



INTERACTIVE WALL



PHOTO BOOTH



GIANT GUMBALL/ CLAW MACHINE PRIZES



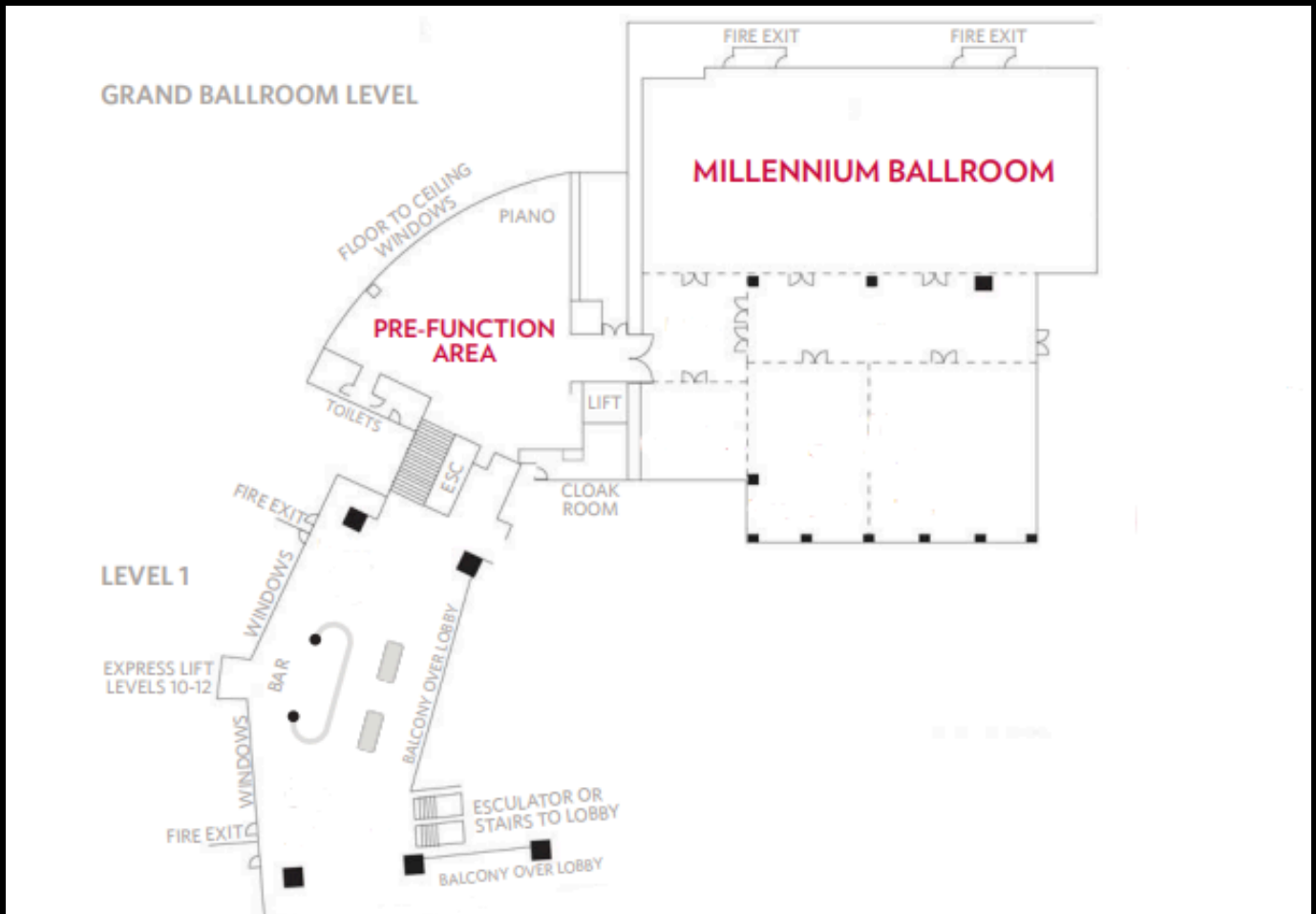
QUOTE/ SOCIAL MEDIA MASHUP WALL



GRAND MILLENNIUM EXHIBITOR SPACE



FLOOR PLAN



BRAND SUMMIT

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<https://marketing.org.nz/brand-summit/2025>

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