

BRAND SUMMIT

PARTNERSHIP PACK

15 OCTOBER 2026

Premier Partner

ma.
Marketing Association

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AMPLIFY YOUR BRAND AT BRAND SUMMIT 2026

Brand Summit 2026 is the ultimate gathering for New Zealand's brand leaders, marketers, and innovators - and your opportunity to stand out in front of the people who shape the nation's most influential brands.

The Marketing Association connects with over 21,000 New Zealand marketing professionals each year and reaches an audience of 30,000+ social media followers and 775,000+ website visitors annually. Sponsoring the Brand Summit allows you to tap into this powerful network, increase your brand visibility, and position your products and services directly in front of the decision-makers who matter.

WHY PARTNER WITH BRAND SUMMIT 2026?

- **Unrivalled Exposure to the NZ Brand Community**
Engage with over 300 senior delegates expected to attend — including brand managers, agency leaders, and marketing decision-makers — all in one place.
- **Showcase Your Brand, Products, and Services**
Whether you're launching a new product, building market awareness, or strengthening your industry profile, Brand Summit provides an impactful platform to connect with key audiences.
- **Be Part of the Conversations That Shape the Future of Branding**
Get your business front and centre as marketers discuss the latest trends, challenges, and innovations influencing brand success in Aotearoa.
- **High-Impact Networking & Face-to-Face Engagement**
Meet prospective clients, spark meaningful conversations, and build relationships with a concentrated audience — all within a single day.

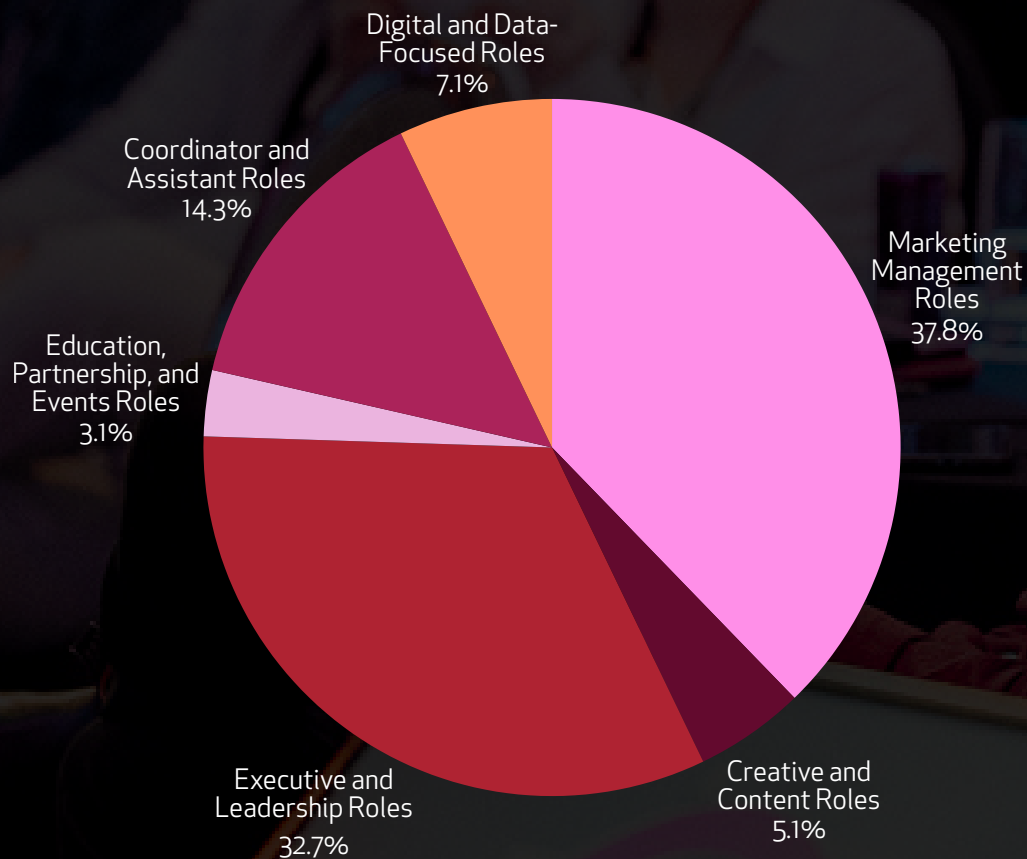
TAILORED SPONSORSHIP PACKAGES AVAILABLE

We'll work closely with you to develop bespoke partnership opportunities aligned to your brand and business goals — whether it's maximising visibility, driving engagement, or creating memorable activations.

LET'S PUT YOUR BRAND IN THE SPOTLIGHT

Explore the full potential of partnering with Brand Summit 2026

BRAND SUMMIT 2025 ATTENDEE JOB TITLES



BRAND ARENA

STANDARD EXHIBITOR

Investment: \$2,500 +gst

Partnership Benefits:

- 1 free ticket 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.



ULTIMATE EXHIBITOR PACKAGE

Investment: \$3,500 +gst

Partnership Benefits:

- 2 free tickets for the conference, (opportunity to invite clients).
- Premium 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 sponsor's responsibility.



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: \$6,000 +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.
- 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



PREVIOUS PARTNER ACTIVATIONS



ACTIVATION IDEAS 2025

VR BRAND ACTIVATION



CHARGING STATION



INTERACTIVE WALL



PHOTO BOOTH



GIANT GUMBALL/ CLAW MACHINE PRIZES



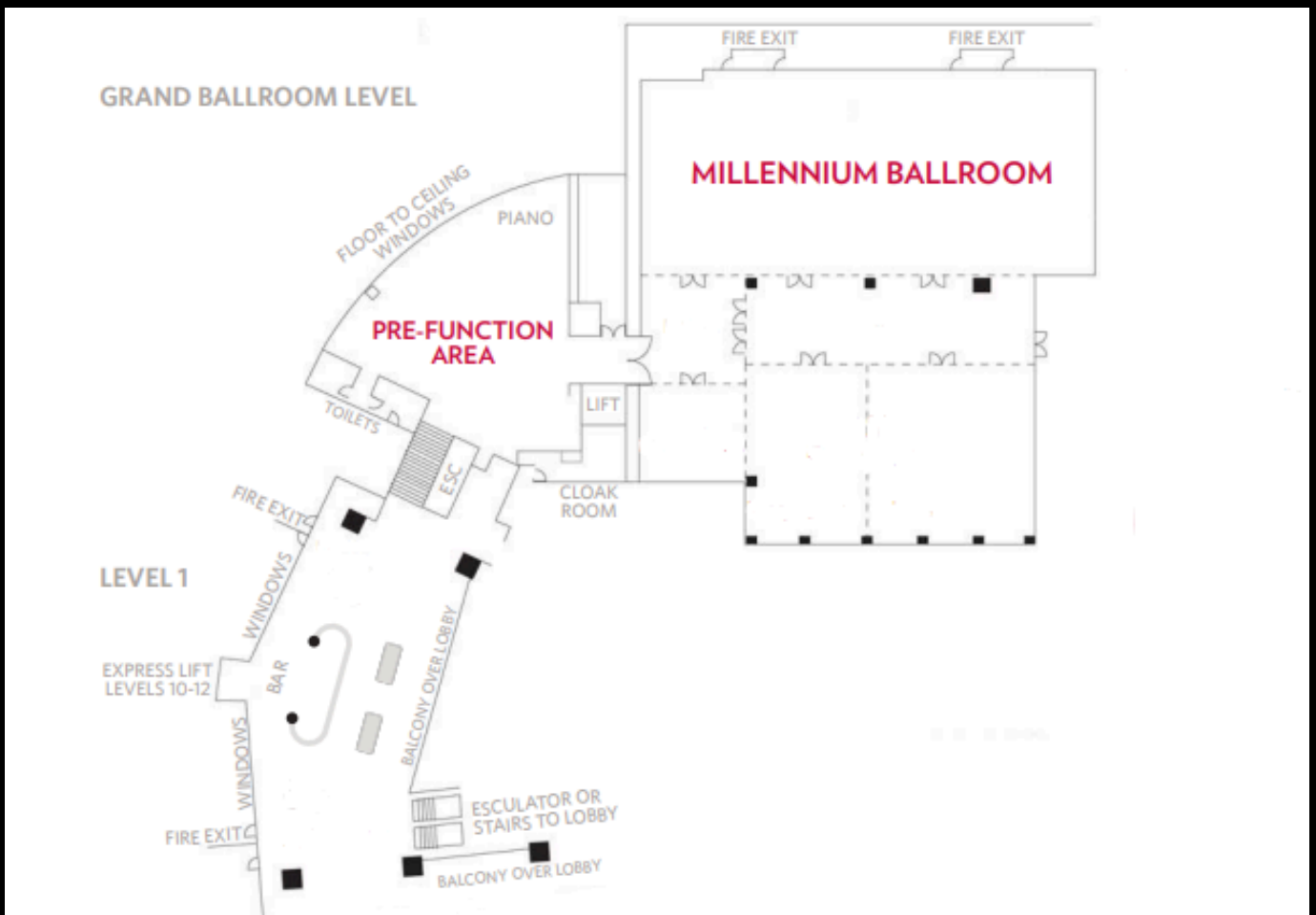
QUOTE/ SOCIAL MEDIA MASHUP WALL



GRAND MILLENNIUM EXHIBITOR SPACE



FLOOR PLAN



BRAND SUMMIT

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<https://marketing.org.nz/brand-summit-2026>

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