

PREMIER PARTNER



DIGITAL DAY OUT 2025

PARTNERSHIP OPTIONS

15 JULY 2025

CORDIS AUCKLAND

WHY PARTNER ?

The MA has 8,200 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.

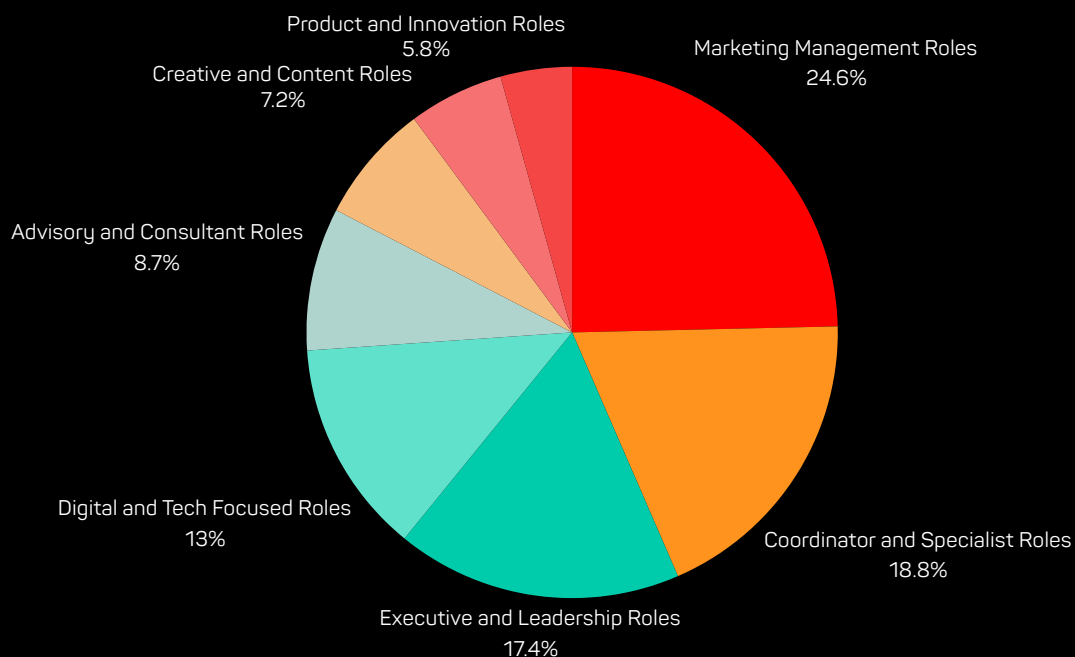
Supporting the MA through a partnership is a fantastic way to build brand recognition among New Zealand marketers and show your support of the MA and the NZ marketing industry.

With an estimated 500+ delegates expected to attend our 2025 Digital Day Out, this will provide our partners with the chance to connect with the marketing community and be part of the conversations around the latest trends in digital 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.

DDO 2024 ATTENDEE JOB TITLES





EXHIBITOR ZONE

Partnership Benefits:

- Verbal recognition by event MC and logo on event AV.
- Branding on the event website.
- Exhibitor space with bar leaner and access to power
- Opportunity to do an activation in your space to engage and to capture leads.



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.





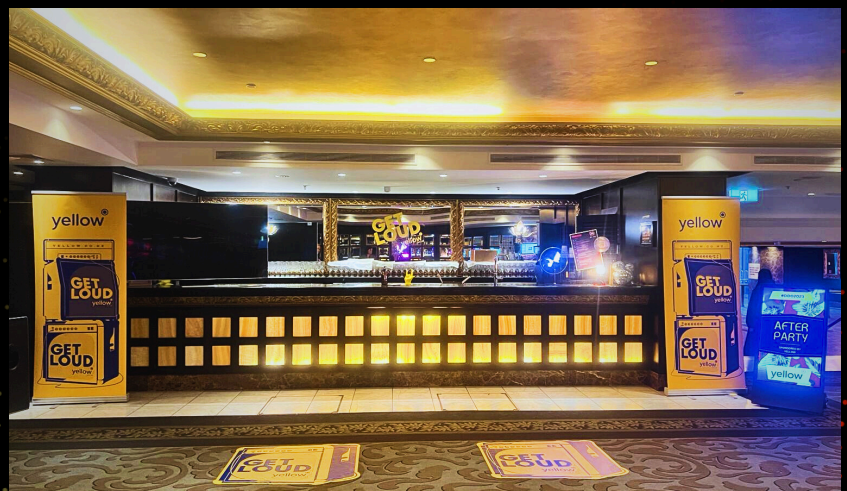
NETWORKING DRINKS PARTNER

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.
- Attendee list (excl. contact details). The MA is happy to make introductions to specific people.





PRIVATE LUNCHEON PARTNER

Elevate your presence at the conference with an Exclusive Private Luncheon – a unique opportunity to engage directly with a select audience in an intimate and exclusive setting. This premium experience allows you to host a carefully curated group of attendees, such as key decision-makers, industry leaders, or high-potential clients, in a private lunch tailored to foster meaningful connections and valuable conversations.

As the host, you have the opportunity to:

- Showcase Your Brand: Align your organisation with a premium experience, enhancing brand prestige and visibility among influential attendees.
- Tailor the Experience: Customize the luncheon theme, menu, and setting to align with your objectives, ensuring an unforgettable impression.
- Drive Engagement: Present thought leadership, product innovations, or tailored insights in a setting that encourages open dialogue and collaboration.

This exclusive opportunity is available on a first-come, first-served basis and is designed to leave a lasting impact on your selected audience, amplifying your influence within the industry.





BARISTA COFFEE PARTNER

The only thing better than great coffee, is free great coffee. By being our barista coffee partner, 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





PREVIOUS PARTNER ACTIVATIONS



ACTIVATION IDEAS

AI GOGGLES



CHARGING STATION



'BEAT THE ROBOT' GAME



DIGITAL MARKETING TRIVIA QUIZ



GIANT GUMBALL/
CLAW MACHINE PRIZES



QUOTE/
SOCIAL MEDIA MASHUP WALL



The logo consists of three large, stylized characters: 'D', 'D', and 'O'. The first 'D' is teal, the second 'D' is gold, and the 'O' is a reddish-brown circle. Below these characters, the words 'DIGITAL DAY OUT' are written in a teal, sans-serif, all-caps font.

DDO

DIGITAL DAY OUT

TO ENQUIRE, PLEASE CONTACT:
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<https://marketing.org.nz/digital-day-out/2025>

ma.
Marketing Association

PREMIER PARTNER

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