



# DIGITAL DAY OUT 2024

SPONSORSHIP PACK

02.07.2024

AOTEA CENTRE 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 sponsorship 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 out 2024 Digital Day Out, this will provide our Exhibitor and Sponsors 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 sponsorship opportunities to match your goals.

CONTACT:  
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<https://marketing.org.nz/digital-day-out-2024>

# SPONSORSHIP OPPORTUNITY 2024



## STANDARD EXHIBITOR ZONE

Investment: \$1,500+gst

Sponsorship Benefits:

- Verbal recognition by event MC and logo on event AV.
- Branding on the event website.
- Exhibitor space with trestle table or bar leaner, two standard chairs and power point.
- Opportunity to do an activation in your space to engage and to capture leads.



## INNER CIRCLE EXHIBITOR ZONE

Investment: \$3,200+gst

Sponsorship Benefits:

- 2 free tickets for the conference.
- Central exhibitor location with trestle table or bar leaner, two standard chairs and power point.
- Verbal recognition by event MC and logo on event AV.
- Branding on the event website.
- Opportunity to do an activation in your space to engage and to capture leads.
- Attendee list (excl. contact details)



## ULTIMATE EXHIBITOR PACKAGE

Investment: \$5,000+gst

Sponsorship Benefits:

- 5 free tickets for the conference, (opportunity to invite clients).
- Premium exhibitor location with trestle table or bar leaner, two standard chairs and power point.
- Verbal recognition by event MC and logo on event AV.
- Branding on the event website.
- Opportunity to do an activation in your space to engage and to capture leads.
- Attendee list (excl. contact details)







## NETWORKING DRINKS SPONSOR

Investment: \$5,000+gst

For both attendees and sponsors, 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 sponsoring the networking drinks, 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.

### Sponsorship 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.





# PREVIOUS SPONSORS ACTIVATIONS





# PREVIOUS SPONSORS ACTIVATIONS





# ACTIVATION IDEAS 2024



AI GOGGLES



CHARGING STATION



'BEAT THE ROBOT' GAME



DIGITAL MARKETING TRIVIA QUIZ



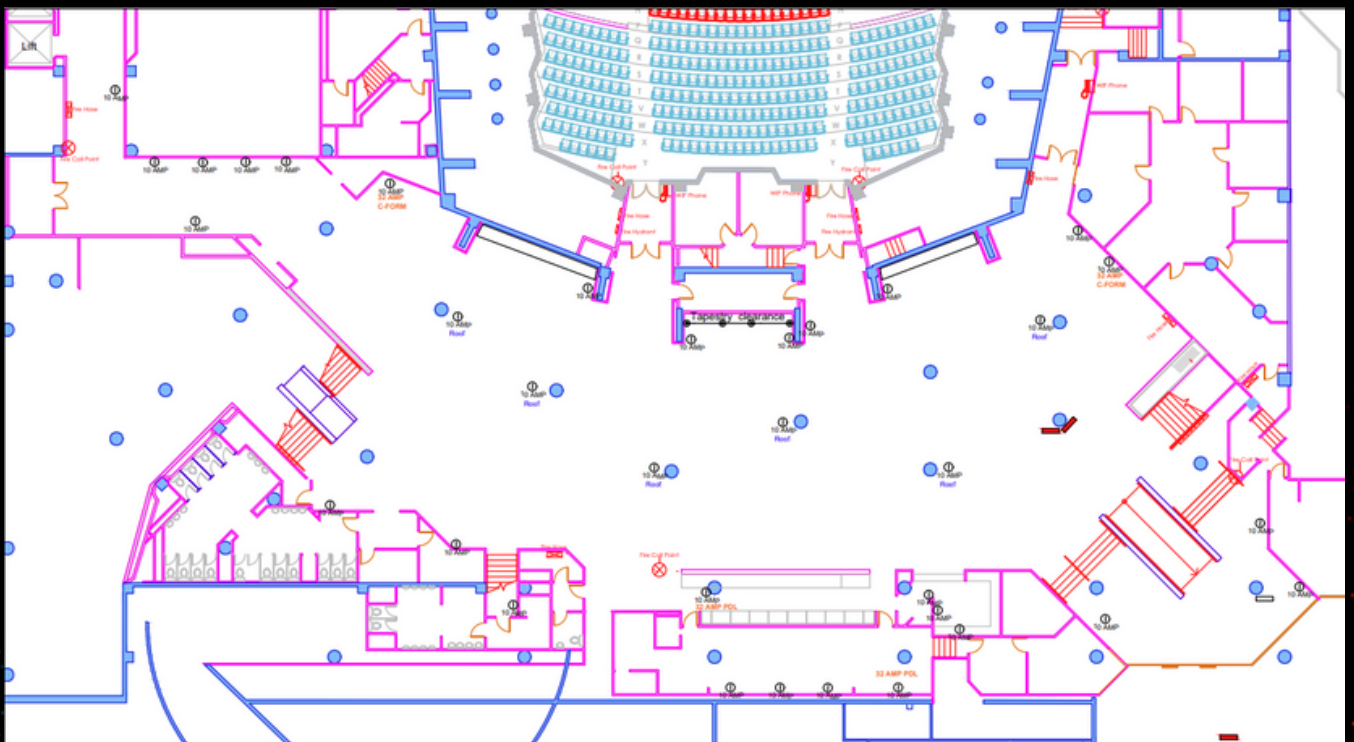
GIANT GUMBALL/  
CLAW MACHINE PRIZES



QUOTE/  
SOCIAL MEDIA MUSHUP 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

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**ma.**  
Marketing Association

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