



PARTNERSHIP OPTIONS 2025

Time Period from 1 January 2025 to 31 December 2025

The MA has over 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. As a partner you'll connect with the marketing community and be part of the conversations around the latest trends. We will help you and your brand get in front of decision-makers, and network with potential customers.

The MA produces some of our country's largest annual marketing conferences, events and marketing awards programmes and prides itself on producing shows of extremely high quality. We identify and host high calibre local and international speakers who are thought leaders in their subject matter and can showcase inspiring examples of marketing excellence.

Below is a selection of partnership options for you to consider. The MA team can work with you to identify additional, bespoke sponsorship opportunities to match your goals.



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PREMIER PARTNER – CONFERENCES

INVESTMENT: \$20,00+GST - \$30,000 (WLG/CHC): \$10,000+GST

PARTNERSHIP BENEFITS:

- Your brand will be known as the Premier Partner of the chosen conference.
- Highest brand visibility and positioning - Visual and verbal acknowledgement as Premier Partner
- Partner logo will be present in all promotion of the conference,
- Invitation to supply branded content – to drive the position of thought leadership.
- VIP table at the conference, (8 tickets). Fantastic way to host top clients or reward your team.
- Short partner address to the audience at a key point during the event.
- Opportunity to put forward a speaker (preferably a client case study). NB: Final speaker approval is given by the MA and is not guaranteed.
- Opportunity to create a partner branded area in pre-function space, (includes 2 exhibitor tickets).
- Attendee list (excl. contact details). The MA is happy to make introductions to specific people.
- Partner may run an interactive activation to capture data (subject to MA and venue approval)

INVEST

\$20,00+gst - \$30,000
(WLG/CHC), \$10,000+gst

PRE-EVENT

Highest brand visibility and
positioning

AT EVENT

VIP table
Partner address
Branded pre-function area



EXHIBITOR – CONFERENCES

INVESTMENT: \$2200 - \$3,500+GST

PARTNERSHIP BENEFITS:

- 2 tickets for the conference.
- Verbal recognition by event MC and logo on event AV.
- Branding on the event website.
- Exhibitor space with trestle table, two standard chairs and access to power
- Opportunity to do an activation at stand to capture leads.
- Attendee list (excl. contact details)



COFFEE PARTNER – CONFERENCES

INVESTMENT: \$6,000+GST - \$9,000+GST

The only thing better than great coffee, is free great coffee. By being our barista coffee partner at one of our conferences, 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 for the conference.
- Verbal recognition by event MC and logo on event AV.
- Branding on the event website.
- Opportunity to do an activation with complimentary coffee vouchers to capture leads.
- Attendee list (excl. contact details)



NETWORKING DRINKS PARTNER – CONFERENCES



INVESTMENT: \$3,500+GST - \$5000+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 partnering with us for 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.

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 or display banners 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.



PLATINUM CLUB EVENT – EXCLUSIVE PARTNER & HOST

INVESTMENT: \$5,000+GST EACH



The Platinum Club Events are invite-only events to create a safe environment for CMOs to network and share ideas without being sold to. The events usually feature a presentation from a senior business leader or a local/international thought leader, followed by group discussions about a key topic of interest to CMOs.

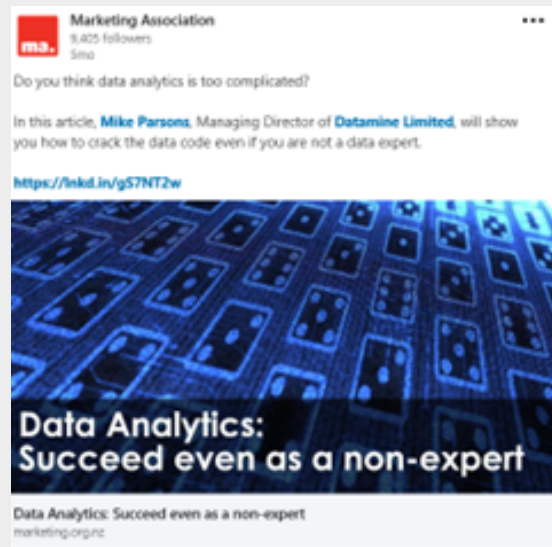
The Platinum Club Events are only open to MA members, but as the partner you may invite up to three non-MA members to your event – a real value-add for any of your clients.

PARTNERSHIP BENEFITS:

- Platinum Club Event to be hosted at partner's premises.
- Opportunity to say a few words to welcome guests.
- Branding on website, invites, and AV & acknowledgment.
- Opportunity to invite max 3 'non-MA member' clients per event. No limit on partner clients who are MA members.
- Partner to cover cost of catering & drinks.
- Attendee list (excl. contact details)

CONTENT PARTNER – 12 MONTH PARTNERSHIP

INVESTMENT: \$7,000+GST PER 12 MONTHS.



Exclusive partnership of one Content Topic in MA's Resource Centre for 12 months, allows you as the partner to establish itself as a thought leader in the chosen field and sharing its expertise with MA's members and wider database.

PARTNERSHIP BENEFITS:

Partner to provide content that the MA can share via our social media channels, newsletter and website. This includes the option to 'gated' content. This is only available to you as a partner. You will also have first right of renewal for the chosen Resource Centre for the subsequent 12 months.

- Banner advertisement on your page
- Logo on the homepage
- Ability to deliver thought leadership through blogs, white papers, templates etc.
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- InBox: MA's newsletter. 8,000 subscribers. Average open rate of 26.4%.
- [MA LinkedIn](#): 23,000 followers. 130,000 organic impressions.
- [MA Facebook](#): 11,000 Followers. 190,000 post impressions.

SOLUS EMAILS TO MA'S THIRD-PARTY EMAIL DATABASE

INVESTMENT: \$3200+GST

The MA has a large loyal database of email subscribers who enjoy receiving quality content and updates from their association. An email to MA's database of marketers is a great way to supplement your campaign and get your message in front of this key audience. These emails are often used for new product or services launches, to share whitepapers, etc. Do note: The MA reserves all rights to decline content that directly competes with MA offerings.

PARTNERED WEBINARS

INVESTMENT: \$4,500+GST

Free to register for MA members, webinars provide an opportunity for suppliers to present to and share their expertise with an audience of marketers across New Zealand.

The purpose of the webinars is similar to that of the Sunrise Sessions – to generate greater brand awareness for the partner, position the partner as a thought-leader, as well as to upskill and educate the marketing community.

PARTNERSHIP BENEFITS:

- The MA manage all registrations and technical support for the webinars, unless otherwise agreed.
- Up to two solus emails (as required) per webinar to MA's full database across all regions which will include the partner's logo to link to the partner's website.
- Dedicated webinar page on our website to promote the webinar. Can contain content that can direct people to the partner's website.
- Opportunity to invite partner's own clients to join the webinar.
- Partner branding throughout webinar.

READERS:



39% 7+ YEARS' EXPERIENCE



37% 3-7 YEARS' EXPERIENCE



24% 0-3 YEARS' EXPERIENCE



36% MANAGE A TEAM



78% CORPORATES / LARGER ORGANISATIONS

SUNRISE SESSION – SUPPLIER WORKSHOPS

INVESTMENT: \$7,000+GST OR \$8,000+GST WITH LIVE STREAM

The Sunrise Sessions were introduced in late 2015 and have proven extremely popular with both MA members and suppliers. Free to attend for members, the workshops provide an opportunity for suppliers to present to and share their expertise with an audience of marketers. Partners now have the valuable opportunity to include a 'Live-stream' to the rest of New Zealand, from our Auckland events.

The purpose of the workshops is to generate greater brand awareness for the partner, position the partner as a thought-leader, as well as to upskill and educate the marketing community.

PARTNERSHIP BENEFITS:

- Networking & light breakfast, followed by a 1-hour presentation by partner.
- The MA manage all registrations, catering, AV, and marketing for the workshop.
- Up to two solus emails (as required) per workshop to regionally targeted MA database.
- Dedicated workshop page on our website to promote the workshop.
- Opportunity to invite partner's own clients to attend.
- Partner may run an interactive activation with the opportunity for data capture subject to MA and venue approval. Data capture can be done during the event with promotional support from the MA.
- Attendee list (excl. contact details)



PARTNER – NETWORKING EVENTS (AUCKLAND)

INVESTMENT: \$1,000+GST PER EVENT, OR \$9,000 FOR 10 EVENTS AS A SERIES.

Each year, the MA holds a series of networking events which are free to attend for MA members. Topics and presenters are organised by MA's Special Interest Groups (marketing professionals who volunteer their time to support the MA), so your support as a partner for these events will connect you directly with these groups and show your support for their work.

The networking events attract 40-120 people. Attendees enjoy short presentations or panel debates with marketing leaders, as well as networking with peers over canapes and drinks.

PARTNERSHIP BENEFITS:

- Partner logo on event website and in event eDMs
- Opportunity to welcome guests on the night
- Acknowledgement by event MC
- Opportunity to display partner banners at event
- Opportunity for partner to invite clients to the event (incl. non-MA members).
- Attendee list (excl. contact details)



ma.
Marketing Association

FREE Networking drinks!

Digital Conversations: Ethics and Privacy, Where is the Line?

Join us with your colleagues, clients, and friends to enjoy complimentary nibbles, cash bar, and networking - **the first drink is on us!**

Hear from our panel of experts who will talk through questions on privacy, trust and where the line is between ethics and marketing. Want a quick primer? Check out Michael Goodfellow's [blog here](#)

When: Wednesday, 27 June, 5:30pm - 7:00pm

Where: Generator, Level 1, 22-26 Customs Street East, Auckland. [View](#)

It's free to attend for MA members, each MA member may bring along one guest - the first drink is on us!

[Register online](#) to secure your spot.

We look forward to seeing you there!

MA Digital Special Interest Group

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ma. Marketing Association
9,404 followers
8mo

Last night's free networking event saw attendees explore the strategic value of marketing in today's business environments with Laura Maxwell (NZME) and Steve Scarbrough (Interigen) sharing their insights on where they see the strate ...see more

Strategic Marketing Conversations

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