
Proudly presented by Venus Businesswomen and the EMA

The New Zealand Businesswomen's Conference 2024



Partnership Opportunities

New Zealand Businesswomen is about developing and celebrating women in business who embrace their strengths to grow profitable, whole-hearted businesses. Businesses which contribute positively to the NZ economy.



Our Mission



A blinkered, success-at-all-costs narrative has traditionally shaped the world of business. Women in business are uniquely placed to transform the business community by living out of a different story.

We champion a feminine approach to business; we create a values-led culture. We draw on both our intelligence and our intuition.

We believe that business is always personal because business is about people. We seek to find our competitive advantage through collaboration. We believe that meaning should go hand-in-hand with money and purpose hand-in-hand with profit.

New Zealand Businesswomen exists to develop and celebrate women in business who draw on feminine qualities of empathy, intuition, collaboration, and connectedness to grow profitable businesses which contribute positively to the world.

There has never been a better time to partner with women in business. Come on the journey with us.

I invite you to be a part of this new era for New Zealand Businesswomen and I look forward to you joining us for what is to be a huge success – the New Zealand Businesswomen's Conference.

Carolyn Banks
CEO, NZ Businesswomen



Welcome

It is my pleasure to present to you a unique sponsorship opportunity.

In 2024, Venus Businesswomen will host the New Zealand Businesswomen (NZBW) Conference in Auckland.

This high-profile event will attract a dynamic blend of businesswomen from a wide variety of industry sectors. These women are motivated, hungry for new ideas and ready to be inspired to grow profitable and purposeful businesses which make a difference in the world.

In other words, this is not just another business event. It is the gathering of businesswomen who recognize the social shift towards conscious business principles, which hold profit, people, and the planet as equally important.

Now, more than ever, we are seeing the rise of conscious consumers who demand ethical practice and social/environmental contributions from the businesses they engage with. The brands that are succeeding in this new economy are inviting people to participate in authentic and meaningful stories.

NZBW is an important voice in this growing movement. We invite you to align your company with this positive global trend by partnering with us. Together, we can create a stunningly successful platform to develop and celebrate women in business who create win-win outcomes for all key stakeholders.

This innovative event is being established and fully supported by both Venus Businesswomen, New Zealand's largest business community for women and the EMA, serving over 30,000 businesses between them.

Sponsorship

To confirm your interest in sponsoring the 2024 New Zealand Businesswomen's Conference please contact Carolyn Banks.

Carolyn Banks

CEO, New Zealand Businesswomen

Email: carolyn.banks@venusbusinesswomen.co.nz

Phone: 021 851 945



NZBW Conference

The 2024 NZBW Conference offers sponsors the opportunity to leverage a key event and to be recognised as a leader in your field in front of an engaged and passionate and very loyal audience.

Purpose

Through our Conference we seek to connect, inspire and develop women in business to grow profitable and purposeful businesses. Attendees will enjoy a full day of lively panels, keynote presentations, facilitated networking, engaging workshops and will enjoy drinks and some social networking over dinner.

Audience

The Conference will attract an estimated 200–250 enthusiastic businesswomen representing a variety of industry sectors. The attendees will include successful SME owners and key partners, emerging businesswomen with huge potential and new business owners or start-up entrepreneurs eager to grow their businesses.

What will make the NZBW Conference successful?

- Alignment with both Venus Businesswomen and the EMA – both reputable and established brands with a database of professional engaged businesswomen throughout New Zealand.
- Outstanding inspirational speakers and expert professionals who will provide valuable insights and information targeted to our audience.

- A purpose-built conference hub that allows attendees to recharge and connect.
- Smart social media strategies which will enhance attendee, speaker and sponsor engagement.
- Unique networking sessions that will assist in creating meaningful and enjoyable attendee interaction.
- An affordable and high value registration price.
- Association with high-calibre sponsors.

Dedicated Sponsor Liaison

A member of the conference committee will be dedicated to ensuring the expectations of our sponsors are met.



Partnership Opportunities

Gold Sponsor

\$7500 + GST

Three available

- Prominent visual exposure of your brand in the conference space.
- Verbal endorsement of your company by the conference MC.
- Exhibition Space. You will have a dedicated engagement area within the Conference Hub creating the opportunity to promote your brand and engage with conference attendees. (Exhibition feature to be built at sponsor's expense).
- A company representative of your choice can give a two-minute speech during the conference.
- A company representative of your choice can introduce conference speakers within a break-out stream.
- Your logo will be featured on conference holding slides, flyers, and other relevant conference communications.
- Your logo will be featured on the conference website with a direct link through to your own website.
- Your company will receive social media exposure via the conference Facebook page.
- You will receive a list of conference attendees prior to the conference.
- Two complimentary full conference registration tickets.
- Exclusive 'Gold Sponsor only' VIP table booking option. VIP table of 8 persons in a prime location at the front of the room, reserved sign with your company logo, company can provide individualised place-name cards for guests and branded gifts etc. No additional charge, standard registration cost per attendee will apply.

Silver Sponsor

\$5550 + GST

Three available

- Verbal endorsement of your company by the conference MC.
- A company representative of your choice can introduce conference speakers within a break-out stream.
- Exhibition Space. You will have a dedicated engagement area within the Conference Hub creating the opportunity to promote your brand and engage with conference attendees. (Exhibition feature to be built at sponsor's expense).
- Your logo will be profiled on the printed conference material and communications.
- Your logo will be included on the conference website with a direct link through to your own website.
- Your company will receive social media exposure via the conference Facebook page.
- Inclusion of one piece of company literature or promotional product in the conference satchel given to all attendees.
- One complimentary full conference registration ticket.

Bronze Sponsor

\$3500 + GST

- Verbal endorsement of your company by the conference MC.
- Your logo will be profiled on the printed conference material and communications.
- Your logo will be included on the conference website with a direct link through to your own website.
- Your company will receive social media exposure via the conference Facebook page.
- Inclusion of one piece of company literature or promotional product in the conference satchel given to all attendees.

Keynote Speaker

\$3850 – \$5500 + GST

Three available

- Brand association with the particular keynote speaker session including brand acknowledgement within the conference programme and general communications around the chosen speaker.
- A company representative of your choice can introduce the keynote speaker from the stage.
- Arranged photo opportunity with the keynote speaker and conference photographer (prior consent will be required by the keynote speaker).
- Targeted promotion of keynote speaker and by association exposure of your company and logo.

Additional Opportunities

Exhibition

The Conference Hub will be the central point for all catering breaks and the all important coffee cart. This high traffic area will also be home to our exhibition stands.

Exhibition Space

\$605 + GST

3 x 3 metre blank canvas area in high profile position. This allows sponsors to create a unique, interactive and engaging brand presence that stands out.

Table Top Exhibition

\$270 + GST

Standard trestle table allows smaller sponsors to get a foot in the door and showcase and sell their products. Tables will come with a table cloth and 1 chair.



Thriving together

Contact

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Carolyn Banks

New Zealand Businesswomen

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Phone: 021 851 945

