



RAEAWARDS

for effective research, data and insights

**RESEARCH
ASSOCIATION
EFFECTIVENESS
2018 AWARDS**



**OPPORTUNITIES
FOR
PARTNERSHIP**

Celebrating the
Contribution
of Research,
Data & Insights
to New Zealand

17 August 2018
Hilton Hotel, Auckland





BE PART OF THE CELEBRATION

WELCOME

Every two years the anticipated Research Association Effectiveness Awards (RAEAWARDS) recognise the contribution those undertaking research, evaluation, data analysis and insights generation make to New Zealand business success.

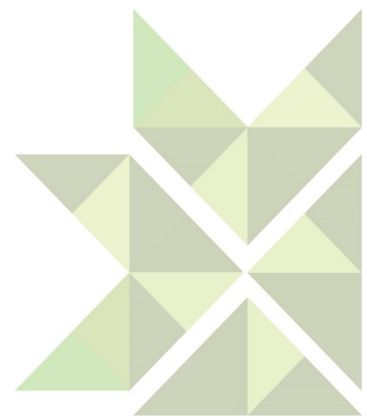
The RAEAWARDS are always a highlight on the New Zealand industry calendar, and this year is expected to build on the successes of previous Awards. We are looking forward to celebrating the most successful client projects, giving them the recognition and exposure they deserve. You can be a part of that success!

I look forward to you joining us at the Hilton Auckland on 17th August 2018.



Winifred Henderson
Chair
RESEARCH ASSOCIATION NEW ZEALAND

For more information contact Claire Lloyd secretary@researchassociation.org.nz



ABOUT THE RAEAWARDS

The RAEAWARDS:

- Reward the successful use of research, evaluation, data analysis and insights in commercial and social environments
- Establish and enhance wider understanding of the role of research, evaluation, data and insights in driving social and commercial decision making
- Encourage, recognise and reward innovation and creativity in research, evaluation, data analysis and insights generation

Those working in this space have been asked to submit entries that demonstrate how research, evaluation data and insights have been used to make a significant contribution to the objectives of business or social enhancement. Platinum and Gold Awards are awarded in each category; there are 8 main award categories. Award winners in each category are then eligible for further key awards:

- The Supreme Award (drawn from the Platinum winners of all categories)
- The Innovation Award
- The Effective Partnership Award

Each Platinum Award winner receives a specially designed trophy. Gold Award winners receive a framed certificate recognising their achievement. In addition, there is the award for Young Researcher of the Year, a new researcher who has made a significant contribution.

YOUR BENEFITS AS A SPONSOR

The 2018 Awards offer Sponsors the opportunity to leverage a key industry event and be recognised as a leader in your field alongside award winners. Sponsors of **key awards** and **categories** receive a range of benefits including:

- Award naming rights
- Sponsor's name used in all media coverage of the event
- Appropriate positioning in all awards material (programme, presentation items and media releases)
- Acknowledgement by the Master of Ceremonies at the awards event
- Opportunity to present the recipients with their award at the event
- Photography and publicity opportunities with recipients; this is likely to include leading marketing sector publications and media
- Two tickets to the awards event
- Preferential seating at the awards event
- Other benefits by negotiation

Benefits associated with other sponsorships include appropriate acknowledgement at the event and other benefits by negotiation, depending on the nature of the sponsorship (refer to details later in this pack).



TOP QUALITY AUDIENCE

The New Zealand RAEAWARDS are marketed to the entire membership of Research Association New Zealand (over 700 members) and the wider marketing community. The RAEAWARDS night will be attended by approximately 220 people including:

- Leaders of New Zealand's major research, data and insights agencies
- Leaders from client organisations carrying out, buying and using research, data and insights
- Up and coming leaders of the industry and invited representatives of appropriate media

TOP QUALITY MESSAGE ENVIRONMENT

Sponsors will benefit from having their name associated with a highly professional event hosted at the Hilton Auckland. With its unique location, superb facilities and award-winning cuisine, the Hilton Auckland has established itself as a premier venue for special events.

The black-tie Awards evening will see guests walk the 'carpet' to an informal pre-Awards gathering over drinks. There will also be the opportunity for guests to share the evening on their preferred social media through an innovative social media sharing photography app available on the night.

As the Awards presentations begin, guests will be treated to a sumptuous three-course meal presented by the Hilton hotel and entertained by our Master of Ceremonies (TV personality and comedian Jaquie Brown). Once dinner is finished and the final awards have been presented, guests will have the opportunity to relax and network over further drinks, or on the dance floor.

SPONSORSHIP OPPORTUNITIES TAILORED TO YOU

As a sponsor you can choose a level and type of sponsorship to suit your objectives. These range from sponsorship of the premiere award of the evening, the Supreme Award, to sponsoring photography or dessert. Sponsorship packages are not limited to those shown, we can develop customised packages to suit your needs.



INTEGRATED AWARDS PROFILE

Depending on the sponsorship package purchased and the requirements of other sponsors, it is generally possible for sponsors to be highlighted as they wish during the evening. Benefits include:

- Being listed on the Research Association website with links to your own website
- Inclusion in media release both pre- and post-event
- Being listed on the Order of the Evening on each table
- Acknowledgement by the Master of Ceremonies at the event
- Logos displayed on the AV presentation screen during the evening

Key Awards sponsors will have the opportunity to display signage at the venue.

Category sponsors will have naming rights for their sponsored category and their brand will be used in any media coverage of the event. Category sponsors can present the winners with their awards on the night and will have photography and publicity opportunities with recipients of their award. This is likely to include leading marketing sector publications and media.

SPECIAL SPONSOR PRIVILEGES

A member of the Awards committee will be dedicated to ensuring that the expectations of sponsors are met. All Key and Category Award sponsors receive two complimentary tickets for the Awards dinner valued at \$350 + GST.





SPONSORSHIP OPPORTUNITIES

KEY AWARD SPONSORSHIPS (X4)

These Awards are the most prestigious of the evening: they are highly valued and receive the most publicity.

SUPREME AWARD (\$8,000)

The Supreme Award is the top award of the evening. It is awarded from Platinum winners of the category awards and represents the pinnacle of achievement attained by only a few. The sponsor of this award is invited to speak at the time of presenting the award. It is ideally suited to a sponsor known to be a best in class operator.

INNOVATION AWARD (\$6,000)

The Innovation Award is awarded to a project that has not only been effective but which has shown innovation in doing so. Innovation could be at any stage of a more traditional design or demonstrate completely out-of-the-box thinking in its overall approach. The sponsorship of this award would suit an organisation at the leading edge in its field.

EFFECTIVE PARTNERSHIP AWARD (\$6,000)

The Effective Partnership Award is a celebration of synergy and achievement between providers and decision-makers. This coveted award recognises the X-factor that is generated when a partnership is truly special in some way. This sponsorship is ideally suited to an organisation that leverages the power of partnership itself to achieve things together that the partners could not achieve alone.



YOUNG RESEARCHER OF THE YEAR AWARD (\$4,000)

The Young Researcher of the Year is awarded to a researcher of less than three years' experience. They have made a significant contribution to the effectiveness of research, data or insights projects and have the potential to develop into a leader within their chosen area. The Young Researcher of the Year sponsorship is best suited to an organisation with a reputation for nurturing and developing talent.

CATEGORY SPONSORSHIPS (X8)

These awards are highly valued and well contested; they represent a highlight in the careers of the recipients and are well publicized. Both Gold and Platinum winners are recognised in each category, according to judges' discretion.

- Business to Business (\$4,000)
- Consumer Products (\$4,000)
- Consumer Services (\$4,000)
- Media and Advertising (\$4,000)
- Social and Community (\$4,000)
- International (\$4,000)
- Sustained Success (\$4,000)
- Community Advancement (\$4,000)

ACTIVITY SPONSORSHIP:

These sponsorships provide an opportunity to be associated with this important event for a smaller investment. Sponsorships available include:

- Pre-Awards Mix and Mingle (\$3,000)
- Dinner Beverages (\$1,500)
- Dessert (\$1,500)
- Entertainment (\$1,500)
- Photography (\$1,500)
- Negotiated Supporter Sponsorship (\$Neg)

In return for their sponsorship, Activity sponsors receive:

- Acknowledgement in Awards programme
- Acknowledgement by the Master of Ceremonies at the Awards event
- Two Awards tickets at a 50% discount from full price





	SUPREME	INNOVATION	EFFECTIVE PARTNERSHIP	YOUNG RESEARCHER	CATEGORIES	PRE- AWARDS MIX AND MINGLE
	1 x	1x	1x	1x	8x	1X
AWARD NAMING RIGHTS	◆	◆	◆	◆	◆	
OPPORTUNITY TO PRESENT THE RECIPIENTS WITH THEIR AWARD AT THE EVENT	◆	◆	◆	◆	◆	
NAME ON ALL MEDIA COVERAGE OF THE EVENT	◆	◆	◆	◆	◆	◆
APPROPRIATE POSITIONING IN ALL RAEAWARDS MATERIAL	◆	◆	◆	◆	◆	◆
LOGO ON AV PRESENTATION DURING EVENT	◆	◆	◆	◆	◆	◆
PHOTOGRAPHY AND PUBLICITY OPPORTUNITIES WITH AWARDS RECIPIENTS	◆	◆	◆	◆	◆	
OPPORTUNITY TO ADDRESS AUDIENCE FOR 3 MINUTES PRIOR TO PRESENTING AWARD	◆					
SIGNAGE AT THE EVENT	◆	◆	◆		Negotiable at an additional fee	◆
VERBAL ACKNOWLEDGEMENT DURING THE EVENT	◆	◆	◆	◆	◆	◆
BRAND LOGO ON ORDER OF EVENING	◆	◆	◆	◆	◆	◆
TWO COMPLIMENTARY TICKETS TO THE EVENT	◆	◆	◆	◆	◆	
TWO TICKETS AT 50% DISCOUNTED RATE						◆
ADDITIONAL TICKETS AT 50% DISCOUNTED RATE	◆	◆	◆	◆	◆	◆
Investment (plus GST)	\$8,000	\$6,000	\$6,000	\$4,000	\$4,000	\$3,000

