



Distilled Spirits Aotearoa  
Conference **24**

# SPONSORSHIP PROSPECTUS

Distilled Spirits Aotearoa Conference 2024



Supported By:



# About Distilled Spirits Aotearoa

Distilled Spirits Aotearoa (DSA) is a collective of distilled spirits manufacturers, along with associated groups and individuals, dedicated to championing New Zealand-made products while advocating for the shared interests of all domestic producers of distilled spirit beverages.

## DSA objectives include:

- Safeguarding the integrity, authenticity, and brand reputation of distilled spirit products crafted in New Zealand.
- Advocating for the collective concerns of New Zealand's distilled spirit producers to government bodies, media outlets, and consumers alike.
- Promoting New Zealand-made distilled spirits both domestically and internationally.
- Encouraging responsible consumption practices of distilled spirit products.
- Establishing industry standards and criteria to ensure consistency and quality across the New Zealand spirits sector.
- Facilitating professional growth, education, and the exchange of insights through collaborative efforts, industry forums, seminars, and workshops.







## Distilled Spirits Aotearoa Conference 24

The New Zealand Distillers' Conference will bring distillers, industry experts, and enthusiasts together. That will be held this **September in Auckland**. This provides sponsors with great opportunities to partner with DSA. Available options are laid out in the next few pages.

Opportunity	Number available	Price (ex GST)
Premium Partner	one	TBN
Welcome Function Sponsor	one	\$2,500
Coffee Partner	one	\$3,000
Session Partner	limited	\$750
Trade Exhibitor	limited	\$1,800

# Exclusive Premium Partner

ONLY ONE AVAILABLE

## DESIGNATION AS THE SOLE PREMIER PARTNER:

- Feature your logos prominently in conference promotional materials, publications, and advertising.
- Showcase your logo and bio on the New Zealand Distillers Conference website, with direct links to your own website.
- Leverage the New Zealand Distillers Conference logo in your organisations promotional activities related to the event.
- Gain integrated social media promotion across DSA's platforms

## AT THE CONFERENCE:

- Garner publicly and with special acknowledgements throughout the event.
- Seize the opportunity to address attendees with a speaking slot.
- Receive two complimentary delegate passes to access conference sessions.
- Benefit from three complimentary email advertisements.
- Showcase your offerings with a Trade Exhibit and receive two exhibitor passes.

## POST-CONFERENCE:

- Enjoy inclusion in a thank-you email sent to our extensive database.
- Receive a dedicated social media thank-you post
- Obtain a copy of the delegate list pre-post event (with delegate permissions)

**Investment:** To be negotiated

This premier sponsorship opportunity is limited to two years and operates on a first-come, first-served basis. Act now to secure your place as a leader in the industry. Organizers retain the right to open sponsorship opportunities to the wider market after this period

# Welcome Function Partner

ONE AVAILABLE

## DESIGNATION AS NETWORKING FUNCTION PARTNER:

- Association rights e.g. Welcome Function sponsored by [Company Name]
- Leverage the New Zealand Distillers' Conference logo in your organization's promotional efforts surrounding the event.

## AT THE CONFERENCE:

- Secure a speaking slot at a networking function (two minutes of prime spotlight).
- Receive one complimentary delegate pass to gain access to all conference sessions.
- Enjoy two complimentary function tickets.

## POST-CONFERENCE:

- Gain exposure through inclusion in a thank-you email distributed to our extensive database.
- Receive a dedicated social media thank-you post, amplifying your brand's reach.
- Obtain a copy of the delegate list pre-post event (with delegate permissions)

Investment: \$2,500 + GST

These exciting sponsorship opportunities are available for a maximum of two years on a first-come, first-served basis. Act swiftly to secure your place at the forefront of industry prominence. Organisers reserve the right to explore additional sponsorship avenues after this period.

# COFFEE PARTNER

## ONE AVAILABLE

A Coffee Partnerships keeps delegates energised & engaged with your brand. This partnership removes the hassle as our conference organisers arrange all the equipment, supplies and staff and you have the opportunity to brand the cups and the stand. Below is a list of the full Coffee Partnership benefits.

## DESIGNATION AS A COFFEE PARTNER

- Your company logo and profile on the 2024 New Zealand Distillers' Conference website linking to your website
- Use of the 2024 New Zealand Distillers' Conference logo in your organisation's promotional activities about the conference
- Leading up to the conference, your logo in printed collateral, website and web advertising (wherever possible)

## AT THE CONFERENCE

- 2 x complimentary exhibitor passes
- 1 x branded coffee cart with your company branding within the exhibition stand in the exhibition area
- Multiple verbal acknowledgments as the Coffee Partner by the MC
- The opportunity to provide biodegradable branded coffee cups

## POST-CONFERENCE

- Gain exposure through inclusion in a thank-you email distributed to our extensive database.
- Receive a dedicated social media thank-you post, amplifying your brand's reach.
- Obtain a copy of the delegate list pre-post event (with delegate permissions)

Investment: \$3,000 + GST

Sponsorship packages are offered for a maximum of two years on a first-in-first-served basis. Organisers reserve the right to go to market at that time.

# Session Partner

## LIMITED AVAILABILITY

Below is a list of the full Session Partner benefits:

### DESIGNATION AS SESSION PARTNER:

- Logos included in conference promotional materials, publications and advertising.
- Logo and bio on the New Zealand Distillers' conference website linking to your website.
- Use of New Zealand Distillers' Conference logo in your organisation's promotional materials about the conference.

### AT THE CONFERENCE:

- Publicity and acknowledgement at the conference during the session introduction
- One complimentary delegate pass to the conference

### POST CONFERENCE:

- Inclusion in thank you email out to our database\*

Investment: \$750 + GST

Sponsorship packages are offered for a maximum of two years on a first-in-first-served basis. Organisers reserve the right to go to market at that time.

# Trade Exhibitor

## LIMITED AVAILABILITY

Below is a list of the full benefits for a Trade Exhibitor:

### DESIGNATION AS TRADE EXHIBITOR:

- Feature your logo and bio on the New Zealand Distillers' Conference website, with direct links to your website.
- Utilize the New Zealand Distillers' Conference logo in your organization's promotional materials related to the event.

### AT THE CONFERENCE:

- Secure a 2.4m x 2m exhibition space equipped with velcro-receptive walls, lighting, and power.
- Garner public acknowledgment and visibility throughout the conference.
- Receive two complimentary exhibitor passes granting access to all conference sessions.

### POST-CONFERENCE:

- Enjoy inclusion in a thank-you email sent to our extensive database, further extending your reach

Investment: \$1,800 + GST

With limited spots available, seize this opportunity to showcase your brand and products to a captive audience. Contact [DSAConference@avenues.co.nz](mailto:DSAConference@avenues.co.nz) for a floorplan and secure your space today.