



## SEEKING CONFERENCE PARTNERS AND SPONSORSHIP

The Romance Writers of New Zealand 2024 conference, themed 'Colours of Love', will be held from 9-11 August 2024 at the Chateau on the Park hotel in Ōtautahi (Christchurch, New Zealand).

We are looking for sponsorship partners to help make this event a success. We have sponsorship packages to choose from (see below), or we can co-design an individual package to suit your needs, interests and budget.

We expect around 100-150 people to attend, mainly RWNZ members, but it is also open to non-members. Our 2024 draw-cards are international writers: Theodora Taylor, Becca Syme, Sacha Black and Rachel Bailey, and we offer a range of presentations and workshops run by our members and local NZ writers and other subject experts.

Our conference is a high-energy three days, offering a wonderful opportunity for professional development, engagement and networking. You can find out more about this event on our website [www.romancewriters.co.nz](http://www.romancewriters.co.nz).

We'd love to have you join us!

### About Romance Writers of New Zealand

RWNZ was formed in 1990 to provide support and professional development to New Zealand's growing romance writing community. We now have around 400 members in New Zealand, Australia and other parts of the world. Many are published with successful full-time writing careers.

New Zealand romance writers punch well above our weight on the world stage, and it is common for our members to be in international bestseller lists for both print and e-books. We write in a range of sub-genres. Some of our most successful members include best-selling authors Nalini Singh, Yvonne Lindsay, Catherine Robertson and Soraya Lane, to name but a few.

With the growing success of New Zealand authors, our members have international reach and influence through their own author platforms, which include social media, websites and newsletters. Through our members, sponsors will be able to reach potential customers in New Zealand and around the world.

## SPONSORSHIP OPPORTUNITIES AT A GLANCE

<b>Conference Events</b>		<b>NZD</b>
Conference Gala Dinner & Awards	Exclusive	\$5,000
Cocktail Party	Exclusive	\$3,000
Conference Lunches	Limited to three	\$1,500
<b>International Speaker Sponsorship</b>		
International Keynote Speaker	Limited to 1 sponsor per speaker (up to 4 speakers)	\$3,000
Local Workshop Speaker	Limited to 1 sponsor per speaker (up to 8 speakers)	\$500
<b>Promotion Sponsorship</b>		
Conference Bags	Exclusive	\$1,500
Name Badges and Lanyards	Exclusive	\$1,000
Handbook/Conference Journal advertisement (Full page)	Multiple	\$500
Handbook/Conference Journal advertisement (Half Page)	Multiple	\$250
<b>Individual Packages</b>		
To be discussed with sponsor		TBD

## CONFERENCE EVENTS

### Cocktail Party: 'The Golden Age of Romance'

Friday 9<sup>th</sup> August 2023

Exclusive Sponsorship: NZ\$3,000

#### *Recognition & Promotion*

- Market your organisation by providing a welcome address at the event
- Display corporate signage (e.g. roll up banner – supplied by partner) at the event
- One company logo displayed on the conference website and in conference handbook
- One company logo displayed on holding slide at conference
- One half page full colour advertisement in the conference handbook (artwork supplied by partner)
- One insert in delegate conference bags (prior to subject approval)

#### *Registration and social function tickets*

- One registration to conference, including social function tickets
- Two tickets to the cocktail party

## Conference Gala Dinner: 'Colours of Love'

Saturday 10<sup>th</sup> August 2024

Exclusive Sponsorship: NZ\$5,000

### *Recognition & Promotion*

- Market your organisation by providing a welcoming address at the conference gala dinner
- Placement of your organisation's logo on the conference gala dinner menu
- Display corporate signage (e.g. roll up banner, supplied by partner) at the conference gala dinner
- One company logo displayed on the conference website and in conference handbook
- One company logo displayed on holding slide at conference
- One half page full colour advertisement in the conference handbook (artwork supplied by partner)
- One insert in delegate conference bags (prior to subject approval)
- Opportunity to provide one welcome gift for attendees at the conference gala dinner

### *Registration and social function tickets*

- One conference registration, including social function tickets
- Two conference gala tickets

## Conference Lunches

Daily: 9<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup> August 2024

Exclusive Sponsorship: NZ\$1,000 (per day)

### *Recognition & Promotion*

- Display corporate signage (e.g. roll up banner, supplied by partner)
- One company logo displayed on conference website and in conference handbook
- One company logo displayed on holding slide at conference
- One insert in delegate conference bags (subject to prior approval)

## SPEAKER SPONSORSHIP

In the past, RWNZ have had keynote and plenary speakers from all around the world. We offer delegates the opportunity to learn from some of the industry's most successful talents, international and local (from New Zealand and our membership), whilst also showcasing our country to an international audience.

### International Keynote Speaker

Sponsorship: NZ\$3,000 (Limit one per speaker)

### *Recognition & Promotion*

- Verbal acknowledgement at the start and finish off the relevant session(s)
- Your organisation's name and logo on holding slides during the relevant sessions
- One company logo displayed on the conference website and in conference handbook
- One half page full colour advertisement in the conference handbook (artwork supplied by partner)
- One insert in delegate conference bags (subject to prior approval)

## Local Speakers

Sponsorship: NZ\$500 (Limit one per speaker)

### *Recognition & Promotion*

- Verbal acknowledgement at the start and the finish of nominated session
- Your organisations name and logo displayed on holding slides during nominated session
- One company logo displayed on the conference website and on conference handbook
- One half page full colour advertisement in the conference handbook (artwork supplied by partner)
- One insert in delegate conference bags (subject to prior approval)

## PROMOTIONAL SPONSORSHIP

### Name badge and Lanyards

Exclusive Sponsorship: NZ\$1,000

### *Recognition & Promotion*

- Your organisation's name and logo will be printed (one colour) on all name badges and lanyards together with the RWNZ logo
- One company logo displayed on the conference website and in conference handbook
- One insert in delegate conference bags (subject to prior approval)

### Conference Bags

Exclusive Sponsorship: NZ\$1,500

### *Recognition & Promotion*

- Your organisations name and logo will be printed (one colour) on the conference bags together with RWNZ logo
- Company logo displayed on conference website and in conference handbook
- One insert in delegate conference bags (subject to prior approval)

### Advertising in the Conference Handbook

The conference handbook will be given to all delegates attending the conference.

Advertising options include: NZ\$250 full page (colour) or NZ\$150 half page (colour)

Booking deadline for the conference handbook is April 30th, 2024 and deadline for the artwork May 31st 2024.

## INDIVIDUAL PACKAGES

The above traditional partnership packages may not cater for your specific needs. If so, please contact the Sponsorship Coordinator to discuss your needs for a more personalised package.

Email: [conference@romancewriters.co.nz](mailto:conference@romancewriters.co.nz)

Please note:

- Acknowledgement in the registration brochure and the conference handbook is subject to partnership confirmation prior to printing deadlines.
- The production of banners and any promotional material is the responsibility of the partner.
- Prime position will be dependent on availability in the floor plan when the application is received.