



NZATD
AWARDS

2024

Sponsor
Prospectus

nz@td

New Zealand Association for
Training and Development



Kia Ora!



You're invited to be a sponsor of the NZATD Awards 2024. You will play a key role in celebrating excellence and innovation in L&D across Aotearoa New Zealand.

The NZATD Awards acknowledge outstanding achievements and innovation. They serve as a benchmark for best practice, and provide inspiration for others to strive for excellence.

These days, change is everywhere. Continuous learning is a necessity. Investing in workforce development is a strategic imperative.

Sponsorship is not just an investment in an event to enhance your brand. It also demonstrates your commitment to the future of L&D in Aotearoa New Zealand.

Join us in making the NZATD Awards 2024 a success. Together, let's celebrate the organisations and individuals transforming our workplaces through the power of L&D.

Anna Else

National President, NZATD

About NZATD

NZATD is the professional association for workplace learning and performance specialists in Aotearoa New Zealand. We're a community of passionate individuals dedicated to fostering excellence in the field and equipping members with the tools and resources they need to thrive.

The NZATD team is made up of volunteers from across Aotearoa New Zealand, supported by a single paid employee. Our National Executive team is responsible for governance, strategy and the management of national events, such as our awards and conference. Our Upper North Island, Lower North Island and South Island branch teams manage branch events and networking at the local level.

NZATD aims to:

- Enable the development of professional competence and high standards of performance in training and development.
- Promote understanding of training and development and its contribution to the performance of individuals and organisations.

Our values

Kotahitanga

Our strength lies in the collective knowledge, skills and experience residing in L&D specialists across NZ.

Manaakitanga

We work to continually build our own skills, and support the development of others.

Mohiotanga

We share knowledge to grow ourselves, our organisations and communities.

Tikanga

We foster best practice through the provision of competency standards and information on learning and development practices.



The NZATD Awards recognise and celebrate the excellent mahi done by the learning and development (L&D) community in Aotearoa New Zealand.

There are two types of awards.

Individual awards are presented to individuals for their contributions to the field of L&D and to the community. The categories are:

- L&D Practitioner of the year - sponsored by Complete Learning Solutions
- Emerging L&D Practitioner
- L&D Team Member
- L&D Manager
- L&D Consultant
- L&D Strategist

Initiative awards are presented to an organisation, team or individual for a learning project or initiative that demonstrates best practice. The categories are:

- Best Compliance Learning Programme
- Best Induction/Onboarding Programme
- Best Transformation Programme [Tentative]
- Best Leadership Development Programme - Sponsored by Inspire Group
- Best Skills-Based Learning Project
- Best Online Learning Project - sponsored by Catalyst

There is one winner per category. Winners will be announced at the NZATD Awards 2024 Gala Dinner on Thursday 26 September in Auckland.

Why partner with NZATD?

There are a number of benefits to partnering with NZATD for this year's awards.

Visibility and promotion

You'll be seen not only by NZATD members, but other L&D professionals and organisations across New Zealand through our active promotion of the NZATD Awards 2024.

Support and reputation

As a successful organisation giving back to the L&D community, you'll increase your profile and reputation.

Networking

The Awards Gala Dinner is a great opportunity to celebrate and network with members of the Aotearoa L&D community.

There are two types of sponsorship opportunities available:

Opportunity	Number available	Price (ex GST)	
		2024 only	3 year package
Premier Partner	One	\$6,500 + GST	\$15,600 + GST
Category Partner	Eleven	\$1,500 + GST	\$3,600 + GST

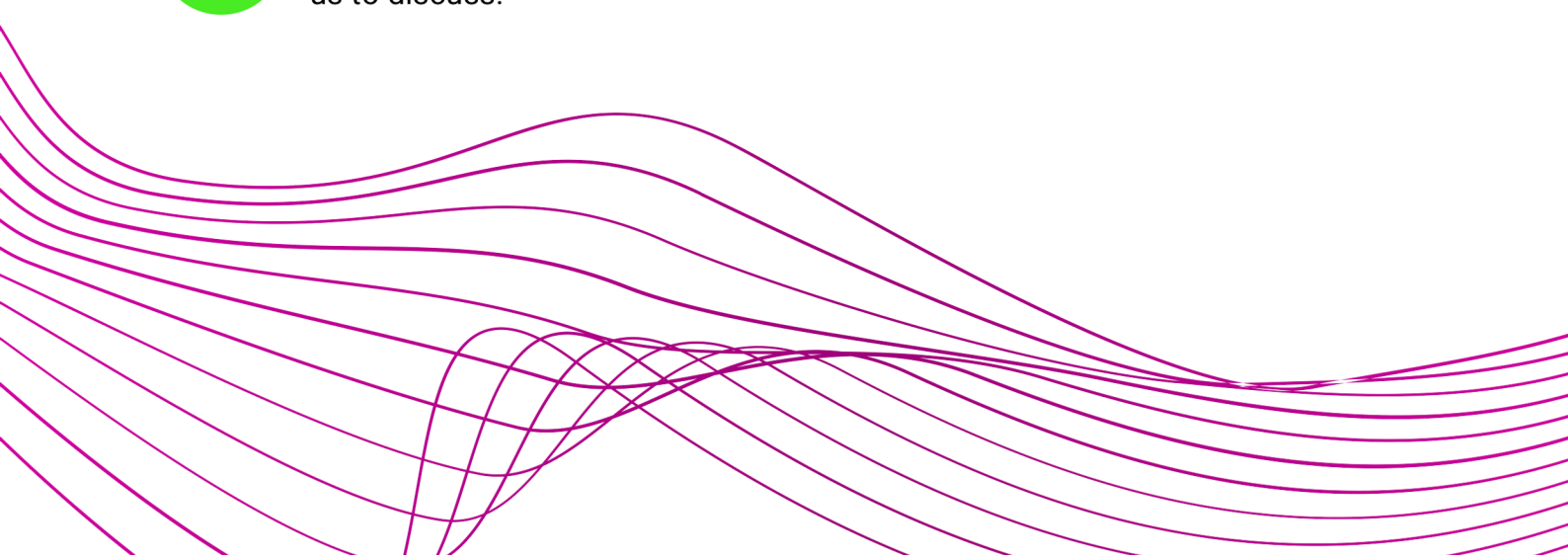
A full list of inclusions can be found on the following pages.

Next steps

To partner with us or discuss anything further, please contact awards@nzatd.org.nz and we will be in touch.



Becoming a sponsor does **not** exclude you from entering the awards. If you'd like to become a sponsor and are planning to enter the awards, please contact us to discuss.



NZATD Awards Premier Partner Package

As our Premier Partner you will receive the following benefits:

Designation as Premier Partner

- Category award sponsor: L&D Practitioner of the Year
- Logo included in Awards promotional materials, publications and advertising including social media posts
- Logo and bio on the NZATD Awards website linking to your website
- Use of NZATD Awards logo in your organisation's promotional activities about the Awards
- Premier Partner digital badge for use in your organisation's digital communications
- Two free advertising slots in the NZATD email newsletter
- Two free tickets to NZATD 2024 Digital Learning Showcase

At the Awards Gala Dinner

- Speaking rights (five minutes)
- Present the award to the winner
- Association rights (NZATD Awards in association with.....)
- Premier Partner logo placement on screen
- Complimentary Table of 8

Post Awards

- Inclusion in thank you email out to our database
- Logo included on winner email banner
- Logo included in winner announcements

Investment

2024 only	\$6,500 + GST
3 year package^ (2024, 2025, 2026)	\$15,600 + GST



^Investing in the 3 year awards package will also give you the opportunity to sponsor the 2025 NZATD conference at a discounted rate.

NZATD Awards Category Partner Package

11 available

As one of our Category Partners you will receive the following benefits:

Designation as Category Partner

- Choice of Award to sponsor on first-in basis
- Use of the NZATD Awards 2024 in your organisation's promotional activities about the Awards
- Leading up to the Awards, your logo included in Awards promotional materials, publications and advertising
- Logo and bio on the NZATD Awards website linking to your website
- Category Partner digital badge for use in your organisation's digital communications
- One free advertising slot in the NZATD email newsletter

At the Awards Gala Dinner

- Logo associated with selected category award (Award sponsored by.....)
- Announce winner and present the award, including brief bio of your organisation (one minute)
- Partner logo presented on screen
- Two complimentary tickets

Post Awards

- Inclusion in thank you email out to our database
- Logo included on winner email banner
- Logo included in winner announcements

Investment

2024 only	\$1,500 + GST
3 year package^ (2024, 2025, 2026)	\$3,600 + GST



^Investing in the 3 year awards package will also give you the opportunity to sponsor the 2025 NZATD conference at a discounted rate.

We look forward to
partnering with you.



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