



Opportunities for Sponsorship Partners

Research Effectiveness Awards 2021

Celebrating the contribution of research, analytics
and insights to New Zealand

9 April 2021, Hilton Hotel, Auckland

Effective research, data and insights

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 we will be celebrating 21 years of recognising outstanding research via the awards. In recognition of this milestone we've added a few new features to the awards this year. These are in recognition of the changing nature of the industry along with highlighting the impact that excellent insights management plays in enabling insights to make an impact. 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!

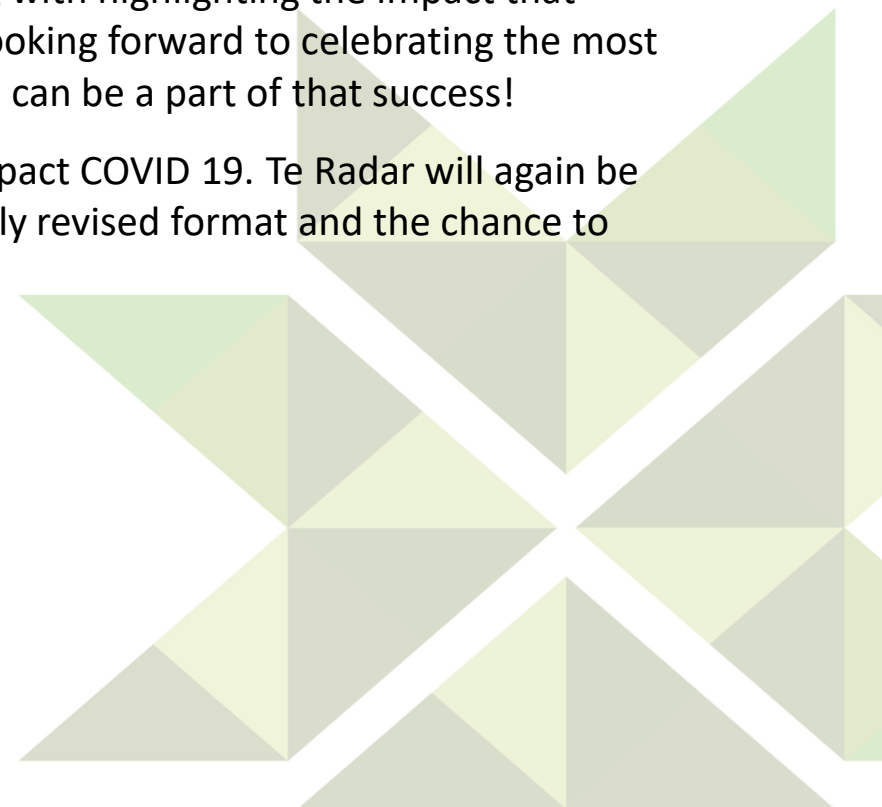
We've also had to adapt the format of the awards this year in order to manage the impact COVID 19. Te Radar will again be guiding us through a cocktail event at the Hilton hotel. We hope you'll enjoy the slightly revised format and the chance to highlight your businesses role and support for the industry.

I look forward to you joining us at the Hilton Auckland on 9th April 2021.

Nga mihi

Galina Mitchelhill, Chair

Research Association of New Zealand



About the RAEAWARDS

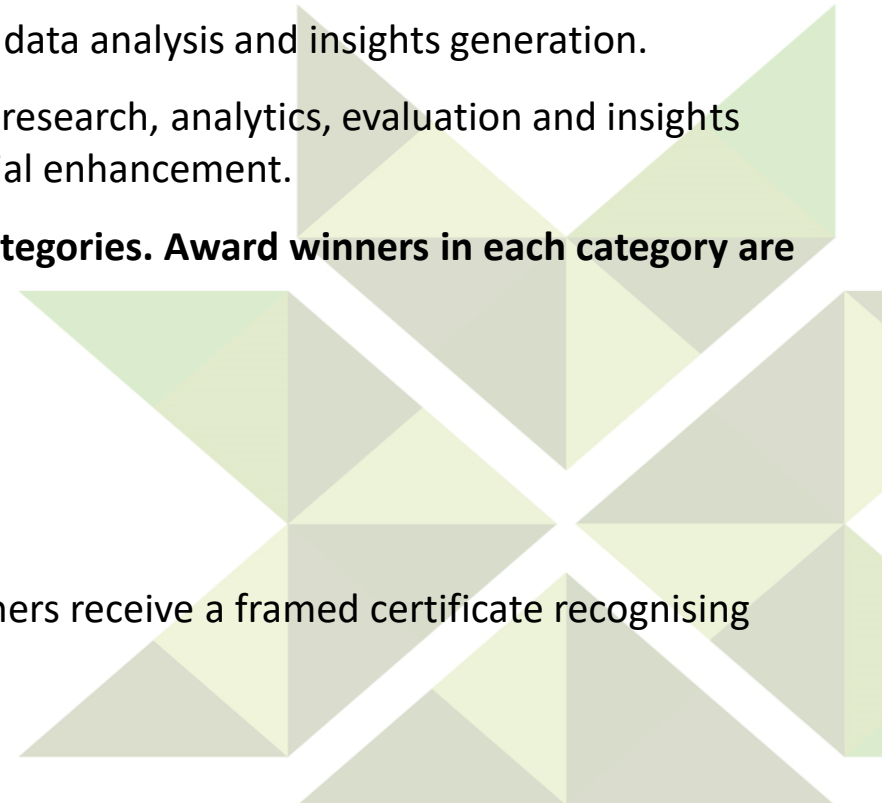
The RAEAWARDS:

- Reward the successful use of research, evaluation, data analytics and insights in commercial and social environments.
- Establish and enhance wider understanding of the role of research, evaluation, data analytics 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, analytics, evaluation 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 7 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 Sustained Impact and Effective Partnership Award
- Each Platinum Award winner receives a specially designed trophy. Gold Award winners receive a framed certificate recognising their achievement.



About the RAEAWARDS

In addition, there are awards for:

- The Insight Organisation of the Year – a client-side organisation that has championed the role of insights to achieve strong outcomes.
- The Insight Communication Award – for outstanding communication of an insights programme or project.
- The Young Researcher of the Year - a new researcher who has made a significant contribution.

Audience Profile

The New Zealand RAEAWARDS are marketed to the entire membership of Research Association New Zealand (over 750 members) and the wider marketing community. The RAEAWARDS event will be attended by approximately 150 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.

Member companies include Nielsen, Colmar Brunton Research, Ipsos, TNS and Infotools.



Sponsor Benefits

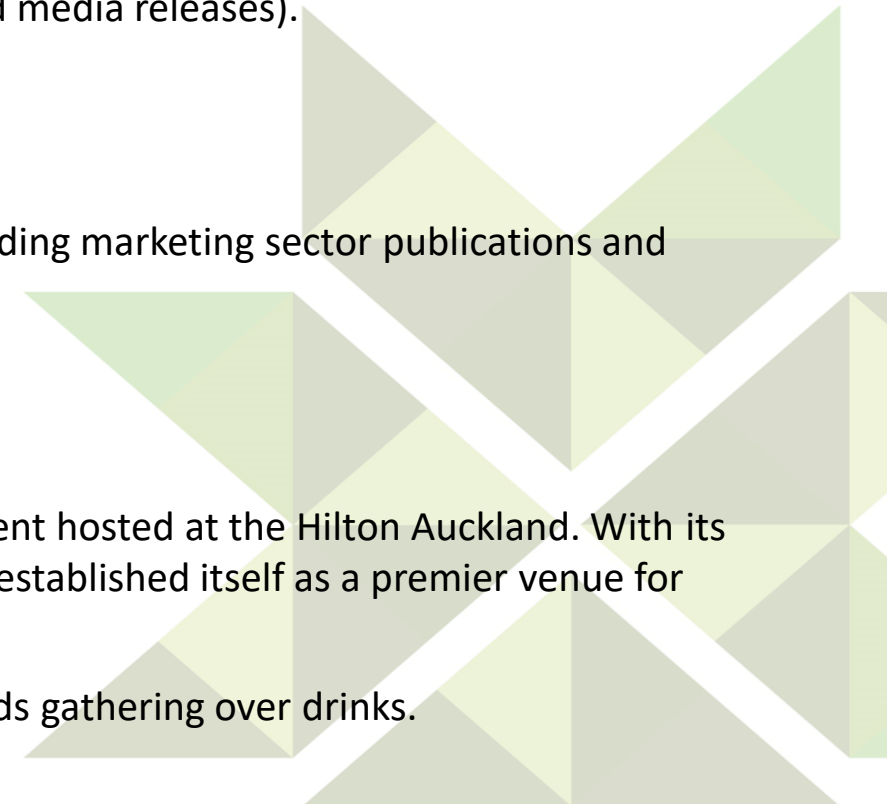
The 2021 Awards offer Sponsors the opportunity to leverage a key industry event and be recognised as a leader in your field alongside award winners. Sponsors of **key awards** and **categories** receive a range of benefits including:

- 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.
- Complimentary (or discounted) tickets depending on the sponsorship level chosen.

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 cocktail Awards evening will see guests walk the 'carpet' to an informal pre-Awards gathering over drinks.





Sponsorship Opportunities

AWARDS

...ective research, data and insights

Key Award Sponsorships (x 6)

SUPREME AWARD (\$4,500)

- 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(\$2,500)

- 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.

SUSTAINED IMPACT AND EFFECTIVE PARTNERSHIP AWARD (\$2,500)

- The Sustained Impact and 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 over a sustained period of time. 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.

INSIGHT ORGANISATION OF THE YEAR (\$2,000)

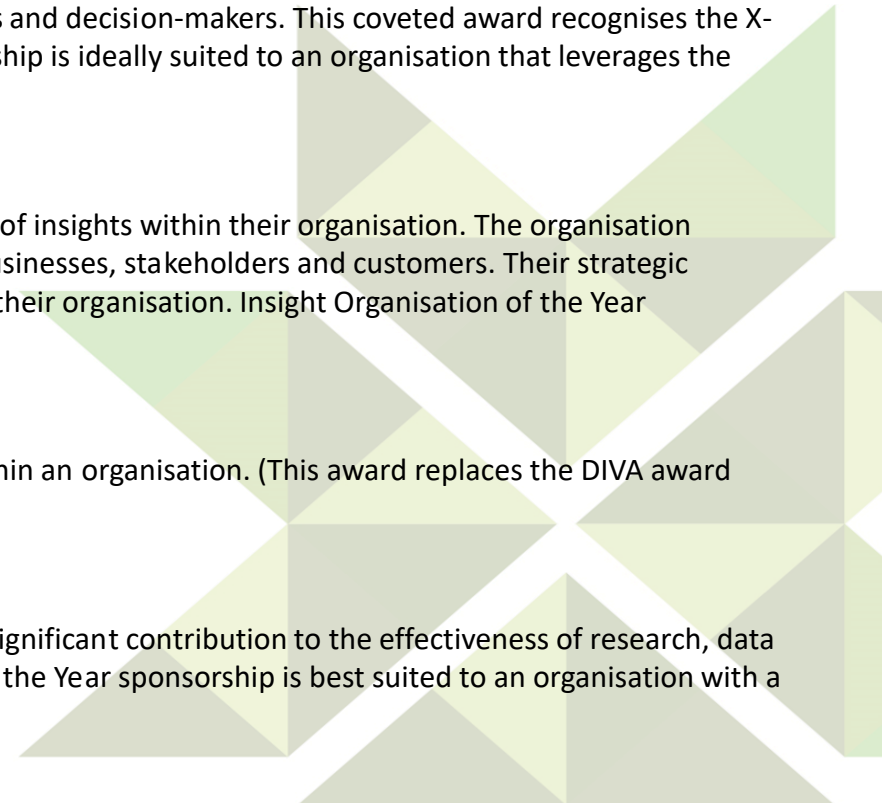
- The Insight Organisation of the Year is awarded to an organisation that has successfully championed the effective use of insights within their organisation. The organisation uses evidence-based decision making and deep customer / stakeholder insight to make decisions that benefit their businesses, stakeholders and customers. Their strategic and engaging use of insights have helped elevate the use of insights into a core strategic "must have" function within their organisation. Insight Organisation of the Year sponsorship is best suited to an organisation with a reputation for nurturing and developing talent.

INSIGHT COMMUNICATION (\$2,000)

- This award celebrates fantastic communication of insights in a way that is integral to driving decisions and change within an organisation. (This award replaces the DIVA award from previous awards)

YOUNG RESEARCHER OF THE YEAR AWARD (\$2,000)

- 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 (x 7)

These awards form the core of the programme, 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 \$1,500
- Consumer Products \$1,500
- Consumer Services \$1,500
- Financial Services \$1,500
- Media \$1,500
- Social, Community and Not For Profit \$1,500
- Small Budget \$1,500



Activity Sponsorships

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

- Pre-Awards Mix and Mingle \$1,000
- Entertainment (professional) \$1,000
- Photography \$1,000

In return for their sponsorship, Activity sponsors receive:

- Acknowledgement in Awards programme.
- Acknowledgement by the Master of Ceremonies at the Awards event.



Sponsorship Summary

	Supreme Award	Innovation Award	Effective Partnerships	Young Researcher	Insight Comms	Insight Organisation	Category Awards	Mix & Mingle	Entertainment	Photography
Number of Awards / Opportunities	1	1	1	1	1	1	7	1	1	1
Award naming rights	Yes	Yes	Yes	Yes	Yes	Yes	Yes	-	-	-
Opportunity to present the recipients with their award at the event	Yes	Yes	Yes	Yes	Yes	Yes	Yes	-	-	-
Name on all media coverage of the event	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Appropriate positioning in all RAEAWARDS material	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Photography and publicity opportunities with awards recipients	Yes	Yes	Yes	Yes	Yes	Yes	Yes	-	-	-
Opportunity to address audience for 3 minutes prior to presenting award	Yes	Yes	Yes	-	-	-	-	-	-	-
Signage at the event	Yes	Yes	Yes	Yes	Yes	Yes	-	-	-	-
Verbal acknowledgement during the event	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Brand logo on order of evening	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Complimentary ticket(s)	2	1	1	1	1	1	0.5	-	-	-
Investment required	\$4,500	\$2,500	\$2,500	\$2,000	\$2,000	\$2,000	\$1,500	\$1,000	\$1,000	\$1,000