



Research  
Association

NEW ZEALAND

Presenting the 2023

**REAWARDS**

30 MARCH 2023

Mantells Tamaki Drive, Auckland



Research  
Association  
NEW ZEALAND

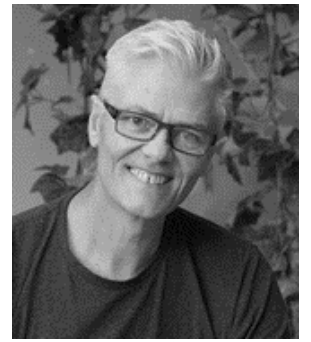
**RESEARCH  
ASSOCIATION  
EFFECTIVENESS  
AWARDS**



# **OPPORTUNITIES FOR PARTNERSHIP**

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

# WELCOME



One of the most important objectives for RANZ is the recognition and celebration of excellence in our industry. For over twenty years now, we've achieved that via the biennial RANZ Research Effectiveness Awards.

And we can be in no doubt the excellence in our industry is truly World class. Last year's REAWARDS Supreme winners, Kantar Public and Te Mana Whakaatu, New Zealand's Classification Office, and The Collaborative Trust also won Gold – the top award at this year's ESOMAR Congress in Toronto.

In March 2023, we're rolling out the red carpet for the stars of Insights in Aotearoa once again. We'll be showcasing the most innovative and the most impactful research work in the land, both commercially and socially.

The RANZ Board and I invite you to be associated with the best of the best by sponsoring the 2023 REAWARDS. These opportunities are scarce, so read on and reach out. Together we'll make this another event to remember.

**Geoff Lowe, RANZ Chair**

# About the REAWARDS

## The REAWARDS

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- 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 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 REAWARDS

## The REAWARDS

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In addition, there are awards for:

- Insight Organisation of the Year – a client-side organisation that has championed the role of insights to achieve strong outcomes.
- Insight Communication Award – for outstanding communication of an insights programme or project.
- Innovation - for leading edge design and delivery of an insights programme or project.
- Rising Star - a new researcher who has made a significant contribution.

## Audience Profile

The New Zealand REAWARDS are marketed to the entire membership of Research Association New Zealand (over 600 members) and the wider marketing community. The REAWARDS 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.

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Member companies include NielsenIQ, Kantar, Kantar Public, Ipsos and Infotools.

# Sponsor Benefits

The 2023 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 Mantells, Tamaki Drive, Auckland. With its unique location, superb facilities and delicious cuisine, Mantells has established itself as a premier venue for special events.

The cocktail Awards evening will start with an informal pre-Awards gathering over drinks.

# Key award sponsorships (x 6)

## **SUPREME AWARD (\$5,500)**

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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.

## **SUSTAINED IMPACT & EFFECTIVE PARTNERSHIP AWARD (\$3,500)**

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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.

## **INNOVATION AWARD (\$4,000)**

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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.

## **INSIGHT ORGANISATION OF THE YEAR (\$4,000)**

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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 (\$4,000)**

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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)

## **RISING STAR AWARD (\$3,500)**

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The Rising Star Award 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 Rising Star 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	\$2,750
Consumer Products	\$2,750
Consumer Services	\$2,750
Financial Services	\$2,750
Media	\$2,750
Social, Community and Not For Profit	\$2,750
Small Budget	\$2,750





# 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	\$3,000
MC (Te Radar)	\$1,500
Entertainment (professional)	\$1,500
Photography	\$1,500
Drinks during the awards	\$1,500

## 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	Effective Partnerships	Innovation	Insight Organisation	Insight Communication	Rising Star	Category Awards	Pre-Awards Mix & Mingle	Entertainment or MC	Photography or awards drinks
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 REAWARDS 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	-	-	-	-	-	-	-	-	-
Signage at the event	Yes	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	0.5	-	-
Investment required	<b>\$5,500</b>	<b>\$3,500</b>	<b>\$4,000</b>	<b>\$4,000</b>	<b>\$4,000</b>	<b>\$3,500</b>	<b>\$2,750</b>	<b>\$3,000</b>	<b>\$1,500</b>	<b>\$1,500</b>