



InternetNZ



NETHUI 2015
AUCKLAND

SHAPING OUR FUTURE TOGETHER

SPONSORSHIP PROSPECTUS

THE
INTERNET IS
EVERYBODY'S
BUSINESS

NEW ZEALAND'S PREMIER INTERNET EVENT

WHERE: SKYCITY, AUCKLAND » WHEN: 8 - 10 JULY 2015 » WWW.NETHUI.ORG.NZ

YOUR ORGANISATION IS INVITED TO SPONSOR NEW ZEALAND'S MOST DIVERSE AND INCLUSIVE INTERNET EVENT FOR 2015

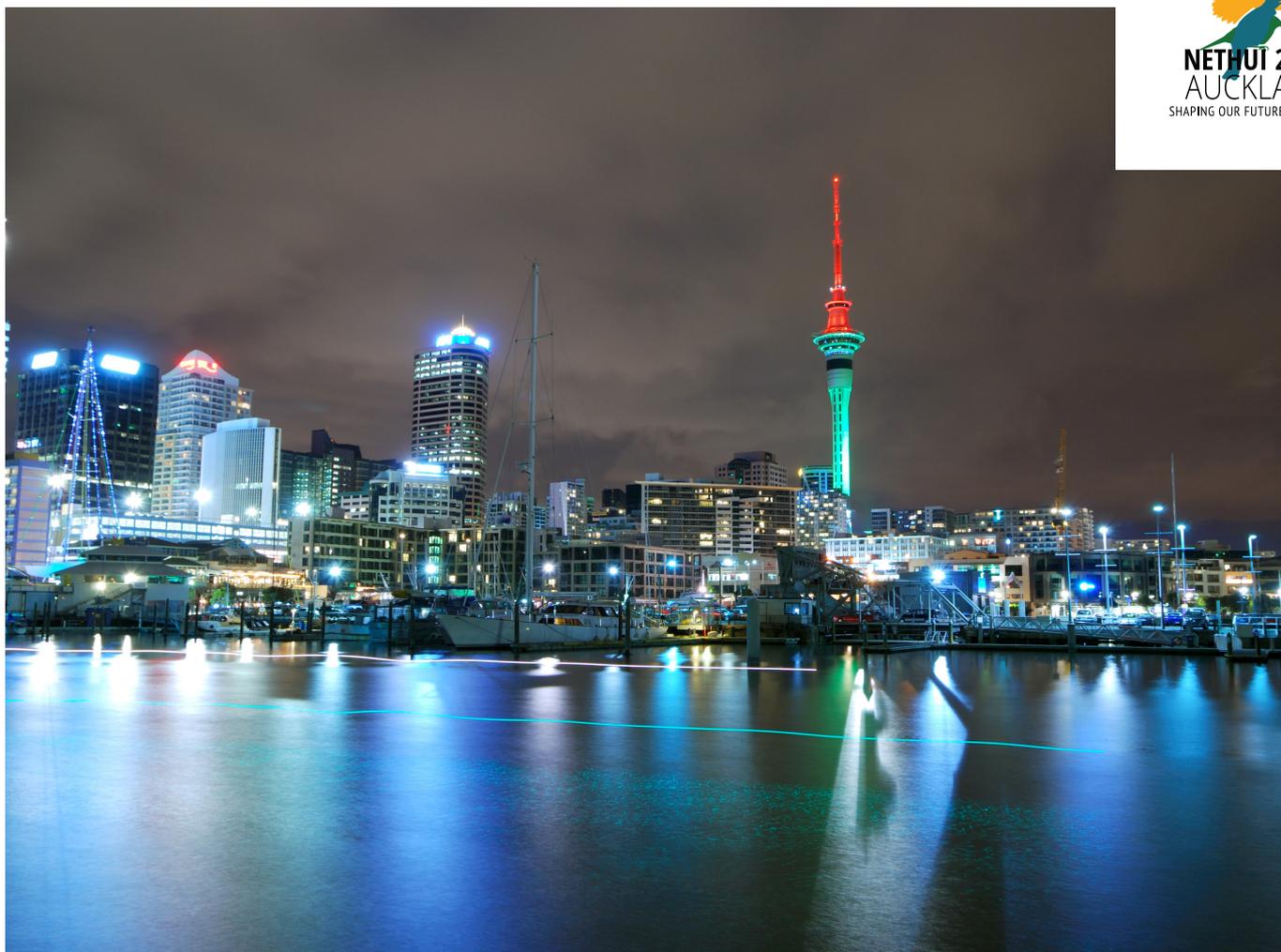
NetHui 2015 is the fifth annual NetHui event and follows from the highly successful NetHui 2014 held in Auckland that attracted over 500 participants. NetHui provides an exciting opportunity for interaction and networking through a unique discussion-based format that draws from the multi-stakeholder collaboration model of the global Internet Governance Forum (IGF).

NetHui 2015 will be held over three days from 8-10 July, at Sky City in Auckland. The event will use a similar format to last year including focused plenary panel sessions; two days of community led discussion sessions, keynote speakers, and associated events involving community partners.

Benefits to you as a sponsor revolve around exposure to a savvy, intelligent and highly engaged audience drawn from across industry, community, business, professional, political and government sectors. Topical Internet issues such as access, diversity, law, governance, privacy, security, culture, innovation, and education will be discussed.

NetHui 2015 will provide a unique opportunity for you to align your organisation with discussion on the Internet. A key characteristic of this event that adds significant value, and makes it unique, is our low cost for people attending, ensuring genuine cross-sector discussion.

ACT NOW TO SECURE YOUR PLACE SPONSORING THIS EXCITING EVENT.



NETHUI 2015 THEME

The theme for NetHui 2015 is “the Internet is everybody’s business”. This is an inclusive theme that covers the importance of the Internet to all Kiwis. Be it a corporate money-making venture, or a not-for-profit trying to organise a campaign, to social networking or surveillance; the Internet is a part of everyone’s world and something we should all care about and can help shape the future of. Keynote speakers and panels will revolve loosely around this theme; however NetHui historically offers a lot of flexibility to this approach.

ABOUT INTERNETNZ

InternetNZ is a voice, a helping hand and a guide to the Internet for all New Zealanders. It provides a voice for the Internet, to the government and the public; it gives

a helping hand to the Internet community; and it provides a guide to those who seek knowledge, support or any other method of benefiting the Internet and its users.

InternetNZ’s vision is for a better world through a better Internet. To achieve that, we promote the Internet’s benefits and uses and protect its potential. We are founded on the principle of advancing an open and uncaptureable Internet.

PLATFORM APPROACH

InternetNZ is organising NetHui 2015 as a platform for everyone. InternetNZ acts as the nucleus, assisting various interested people, communities and organisations with planning and running individual discussions at NetHui. It is these and other community contributions that shape the programme each year.

SPONSORSHIP

THE VENUE

This year NetHui is being held at the Sky City convention centre from July 8-10. Situated in the heart of the CBD, it is well served by buses and taxis and close to a multitude of great restaurants and bars.

AUDIENCE

NetHui is a conference that targets everyone involved with Internet issues in New Zealand. Previous events have been largely attended by professionals involved in the online space, as well as government officials and civil society. NetHui attendees are usually well educated and highly engaged.

The invitation to attend will be publicised widely and sent directly to individuals, professionals, government advisors, business people, educationalists and politicians and Ministers.

PROGRAMME

The programme for NetHui is shaped by the community. An EOI is hosted on www.nethui.org.nz and people are asked for to volunteer their suggestions and their time and energy to take an active role in the programme. From there it is workshopped until a final programme is determined.

In the past, there have been International Keynotes, national keynotes, Ministers, the Deputy Prime Minister, the former head of the GCSB and others all taking part. Leaders and highly engaged people from across sectors come together to discuss and shape the future of the Internet for New Zealand, in the open platform NetHui provides. NetHui provides sponsors a unique opportunity to support the New Zealand Internet Community to come together around the Internet issues that matter most to them.

PROSPECTUS

PRINCIPLES

The principles underlying NetHui are as follows:

- » **OPENNESS:** The Internet is an open platform of value to the entire community.
- » **COMMUNITY PLATFORM:** NetHui is a platform for all those involved with the Internet in New Zealand to involve their communities. InternetNZ acts as a nucleus, with various interested people and organisations planning and running individual discussion areas.
- » **DIVERSITY OF VIEWS:** All stakeholders operate on an equal basis. InternetNZ provides an organisational platform and works collaboratively with the many local stakeholders in the Internet to ensure a truly representative event.
- » **LOW PRICING:** InternetNZ's and other sponsors' contributions enable the event to be priced such that everyone can attend.
- » **COST-NEUTRAL:** InternetNZ does not seek a profit from the event; rather it is putting in a major share of the investment and is seeking sponsorship to cover only a part of the costs.

SPONSORSHIP

THERE ARE MANY DIFFERENT SPONSORSHIP OPPORTUNITIES AND THIS YEAR WE ARE OFFERING A MENU OF OPTIONS. WE ARE OFFERING A WIDE RANGE OF SPONSORSHIP OPPORTUNITIES, FROM MORNING TEA TO ROOMS TO ATTENDEE GIFTS. SPONSORS ARE ENCOURAGED TO CREATE A BESPOKE PACKAGE FROM THE SPONSORSHIP OPPORTUNITIES BELOW THAT SUIT THEIR INTERESTS AND BUDGET.

ADVANTAGES OF SPONSORSHIP

NETHUI PROVIDES SPONSORS WITH A UNIQUE OPPORTUNITY TO JOIN THE NEW ZEALAND INTERNET COMMUNITY AS IT COMES TOGETHER TO DISCUSS THE INTERNET ISSUES THAT MATTER MOST TO THEM. BEING A SPONSOR OF NETHUI IS ABOUT NOT ONLY TAKING PART IN THAT DISCUSSION BUT HELPING MAKE IT HAPPEN.

AS WELL AS THE ITEM SPONSORED BELOW, SPONSORS WILL GET THE FOLLOWING:

ALL SPONSORS:

- » Two free registrations to NetHui, any subsequent registrations handled by InternetNZ (you just provide us the name, we do the rest).
- » An opportunity to exploit media opportunities at NetHui.
- » Listed as sponsor of the NetHui website: Your company's logo and link to your website.
- » The opportunity to display company collateral on a table near the registration.

To recognise our most committed sponsors we also offer extra recognition if you sponsor (combined sponsorship total) to the following level:

» GOLD \$15,000 EXCL. GST	» SILVER \$10,000 EXCL. GST	» BRONZE \$5,000 EXCL. GST
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GOLD, SILVER AND BRONZE SPONSORS:

- » First opportunity at the "Launching pad" room. Held during the meet-ups on the Wednesday and Thursday of NetHui, the Launching Pad is a special event for the launch of products, a paper or some research – this will be opened up to all attendees once registration is open. Sponsors get first 'dibs' if they would like. InternetNZ will provide an update to all media on Launching Pad announcements.

GOLD AND SILVER SPONSORS:

- » One free insert in the conference bag.
- » Your company acknowledged in the plenary room.
- » Your logo in the official NetHui 2015 printed programme.

GOLD SPONSORS:

- » Your company's logo on the NetHui 2015 t-shirt.

ITEMS FOR SPONSORSHIP

PLENARY ROOM

\$15,000 EXCL GST

» This is the main room at NetHui where all delegates will be at various points throughout the event. It is where the main keynote speeches are given and the panels are held. Sponsors of the Plenary Room will have the room renamed "Sponsor Room" in the programme and at the venue and you will have the opportunity to feature a banner in the room

LARGE BREAKOUT ROOMS (X2)

\$7,500 EXCL GST

» Breakout rooms are smaller than the plenary room. They are used for the sessions that make up the bulk of the NetHui Programme. The large break out rooms can fit 80-160 people. Sponsors of the breakout rooms will have the room renamed "Sponsor Room" in the programme and at the venue and will have the opportunity to feature a banner in the room.

SMALL BREAKOUT ROOMS (X2)

\$5,000 EXCL GST

» Breakout rooms are smaller than the plenary room. They are used for the sessions that make up the bulk of the NetHui Programme. The small break out rooms can fit 20-60 people. Sponsors of the breakout rooms will have the room renamed "Sponsor Room" in the programme and at the venue and will have the opportunity to feature a banner in the room.

NETWORKING SESSION

\$12,500 EXCL GST

» This will be networking drinks and nibbles for an hour on the Thursday of NetHui. The sponsor of the networking session will be given an opportunity to give a two minute welcome speech to all delegates before the event. The sponsor will also get recognition as a Networking Session Sponsor on the conference website and in the conference handbook as well as the opportunity to feature banners during the Networking Session.

MOVIE NIGHT

\$3,500 EXCL GST

» The sponsor of the movie night will have the opportunity to give a two minute welcome speech to all delegates attending the movie night function on the Thursday evening after the Networking Drinks finish. We've got some ideas for the movie to screen and some exciting options for movie refreshments: talk to us more about this option and you can benefit from supporting a fun part of NetHui.

LAUNCHING PAD

\$2,500 EXCL GST

» The "Launching pad" room is an event held both nights of NetHui proper to launch a product, a paper or some research – this will be opened up to all attendees once registration is open. Sponsors of the Launching Pad will get access to launch something at the event as well as naming it "Sponsor Launching Pad".

FELLOWSHIPS

\$10,000 (IN TOTAL)
EXCL GST

» We are looking for a sponsor to help provide travel and entry to NetHui 2015 for those who may otherwise struggle. The fellowship programme would be named "Sponsor fellowship programme" in all communications about the fellows.

Your organisation can sponsor an amount ranging from \$500 - \$10,000 and everything in between; we are aiming for \$10,000 in total for fellowships.

COFFEE CART SPONSORSHIP

\$5,000 EXCL GST
FOR ONE DAY

» Attendees will love you for the early morning coffee hit, getting them in the mood for the big discussions ahead. The sponsor will be recognised on the website and in printed material as well as on the coffee cart (there is also the option to sponsor the cups so that each disposable cup will be emblazoned with your logo, to make it easy, we can even put you in touch with the coffee cart's preferred supplier to assist with the artwork, this will cost extra).

LUNCH (X2 DAYS)

\$7,500 EXCL GST
(PER DAY)

» NetHui delegates are provided with lunch. By sponsoring lunch, the name in the programme will be "Sponsor lunch" as well as having your logo printed and displayed on meal tables.

CONFERENCE BAG SPONSORSHIP

\$5,000 EXCL GST
+ PRODUCT

» Each delegate will receive a bag; this is your chance to have your organisation's name on the bag that everyone carries around all the time. There are a range of options for bags and if you are interested in being the bag sponsor, then we will discuss those options with you.

MORNING

TEA \$2,500 EXCL GST

AFTERNOON

TEA \$2,500 EXCL GST
(OVER 3 DAYS)

» NetHui delegates are provided with a morning and afternoon tea. The sponsor of the morning tea or afternoon tea will get to rename it "Sponsor morning tea / afternoon tea" as well as having your logo printed and displayed on meal tables.

LANYARDS

\$4,500 EXCL GST

» The lanyard is worn by all delegates over the course of the whole conference. Get your company name and logo in front of everyone, everywhere! The conference lanyard for delegate name badges will be branded with the sponsor's logo.

WIFI SSID SPONSOR

\$4,500 EXCL GST

» Sponsors of the WIFI SSID will be able to name the wireless provided to delegates to "Sponsor WIFI".

TWITTER BOARD SPONSOR

\$4,500 EXCL GST

» The Twitter board is a presence in the plenary room and all the break-out sessions. Sponsors of the Twitter board will be able to have their logo branded atop the Twitter feed as it scrolls through all NetHui 2015 tweets.

DELEGATE GIFTS

\$1,500 EXCL GST
+ PRODUCT

» Sponsors have the opportunity to place a gift and / or advertisement of a product or service in the conference bag provided to all delegates. InternetNZ reserves the right to check the appropriateness of the gift.

STAFFED PRESENCE AND BANNER

\$2,500 EXCL GST

» There is space in the concourse and catering area for you to display your pull-up banner and/or table with a staff member present with your company's collateral.

PULL-UP BANNER

\$1,000 EXCL GST

» There is space in the concourse and catering area for you to display your pull-up banner.

OFFICIAL CONFERENCE NOTE-PAD

\$1,000 EXCL GST
+ PRODUCT

» The sponsoring organisation will be the official sponsor of the conference notepad or notebook by supplying branded notepads or notebooks for inclusion in the conference bag.

OFFICIAL CONFERENCE PEN

\$750 EXCL GST
+ PRODUCT

» The sponsoring organisation will be the official sponsor of the conference pen by supplying branded pens for inclusion in the conference bag.

CONFERENCE BAG INSERTS

\$750 EXCL GST
+ PRODUCT

» Sponsors will be allowed to put a piece of promotional material in the conference bag, as a guide this should be no bigger than A4.

PLEASE COMPLETE THIS FORM, KEEP A COPY FOR YOUR RECORDS AND POST/FAX/EMAIL ORIGINAL TO:

Yvonne Shelton >> Events Lead

Email: yvonne@internetnz.net.nz >> Phone: (04) 472 1601 Fax: (04) 495 2115

CONTACT DETAILS

Company name:

Address:

Contact name:

Job title:

Phone:

Mobile:

Email:

Website:

Company Twitter hashtag:

Company Facebook address:

SPONSORSHIP

ITEMS YOU WISH TO SPONSOR (PLEASE TICK):

<input type="checkbox"/> Plenary Room	<input type="checkbox"/> Fellowships	<input type="checkbox"/> Lanyards	<input type="checkbox"/> Official Conference Note-Pad
<input type="checkbox"/> Large Breakout Rooms	<input type="checkbox"/> Lunch	<input type="checkbox"/> WIFI SSID Sponsor	<input type="checkbox"/> Official Conference Pen
<input type="checkbox"/> Small Breakout Rooms	<input type="checkbox"/> Morning Tea	<input type="checkbox"/> Twitter Board Sponsor	<input type="checkbox"/> Conference Bag Inserts
<input type="checkbox"/> Networking Session	<input type="checkbox"/> Afternoon Tea	<input type="checkbox"/> Delegate Gifts	
<input type="checkbox"/> Movie Night	<input type="checkbox"/> Coffee Cart Sponsorship	<input type="checkbox"/> Staffed presence and banner	
<input type="checkbox"/> Launching Pad Night	<input type="checkbox"/> Conference Bag Sponsorship	<input type="checkbox"/> Pull-Up Banner	

On receipt of the application form, the event organiser will issue a letter of confirmation together with an invoice for the amount payable. Sponsors and exhibitors may send either full payment or a deposit of 50% within twenty eight working days, with the balance of payment due by 21 June 2015. Cheques/direct credits should be made payable to: InternetNZ

DISCLOSURE:

I hereby agree to sponsor NetHui 2015 as detailed in this proposal.

Signature

Date