



NetHui2014
SHAPING OUR FUTURE TOGETHER

SPONSORSHIP PROSPECTUS

THE MULTI-STAKEHOLDER INTERNET EVENT

WHERE: SKYCITY, AUCKLAND

WHEN: 9 - 11 JULY 2014

WWW.NETHUI.ORG.NZ

Brought to you by **InternetNZ**

THE — OFFER


YOUR ORGANISATION IS INVITED TO SPONSOR NEW ZEALAND'S MOST DIVERSE AND INCLUSIVE INTERNET EVENT FOR 2014.

NetHui 2014 follows from the highly successful NetHui 2013 held in Wellington last July that attracted 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).

The fourth NetHui event will be held over three days from 9-11 July, in Auckland. The event will be held at SkyCity and a similar format to last years will be used including two days of streamed discussion, a wrap-up panel day, and associated events involving community partners.

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

NetHui 2014 will provide a unique opportunity for you to align your organisation with open discussion of 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 in this
exciting event.**



ABOUT INTERNETNZ

InternetNZ's mission is to promote the Internet's benefits and uses, and protect its potential. We want to see a better world through a better Internet. We are non-partisan, and work on a wide range of Internet and related telecommunications issues on behalf of the Internet Community in New Zealand; both users and the industry as a whole. We work for New Zealanders on sharing the gains the Internet can bring for everyone.

THEME

NetHui has a unique programme every year, shaped by community input and with NetHui community members acting as coordinators and facilitators for many of the sessions. The programme combines sessions which bring everyone together in one room for keynote speakers and panel discussions with participatory discussions and workshop sessions that address a range of communities or sector issues. Sessions cover issues such as access, governance, regulation, privacy, security, openness, human rights, online safety, cultural issues, capacity building, promoting diversity, education, open data, innovation, emerging issues and education.

PLATFORM APPROACH

InternetNZ is organising NetHui 2014 as a platform for all. This means that a number of diverse organisations are able to use NetHui to hold their own events, free and open to all. In the past there was the Girl Geek Dinner and Google Solve for X. In turn this increases the value of your sponsorships. Those involved with the Internet in New Zealand will be invited to involve their communities and sectors. InternetNZ will act as the nucleus, with various interested people and organisations planning and running individual discussion areas.

THE VENUE

NetHui 2014 is being held in Auckland at the SkyCity. Auckland SkyCity is an iconic building of significance to Auckland city and vista. Located in the CBD, SkyCity is close to all the great restaurants, hotels and shops that Auckland has to offer.

NETWORKING

We understand that as a sponsor of NetHui 2014, networking with your target market is of highest priority. Sponsor tables consisting of a draped trestle table with access to power and internet, will be located in the hub of NetHui. If you wish to exhibit at NetHui 2014, the floor plan is designed to encourage the flow of delegates around the tables.

AUDIENCE

NetHui is an event that targets everyone involved with Internet issues in New Zealand.

Leaders and stakeholder groups from business, government and civil society endorse the event as can be seen on the website at www.nethui.org.nz

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

The common factor will be a keen interest in the success of the Internet as both a social and economic force.

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.

Independence: Sponsorship is kept distinct from content, just as a news publication makes distinction between advertising and editorial department, so too does InternetNZ keep programming decisions and sponsorship clearly separated.

SPONSORSHIP PACKAGES

NOTE: We are happy to work with sponsors to tailor a package that suits.

#1

PLATINUM SPONSOR

NZ\$20,000 excl GST

Supporting NetHui 2014 at this level provides the highest degree of exposure to your organisation.

Platinum Sponsor benefits include:

- Your logo prominently displayed on the Twitter wall
- One sponsor table in a premier position to engage your audience and receive maximum traffic flow
- Recognition as a Platinum Sponsor on the website, all pre-event material, registration material and all other printed collateral
- Freestanding company banner displayed in a prime position in the main auditorium (supplied by your company)
- Your company logo on the main screen at the beginning of all plenary sessions acknowledging your Platinum Sponsor status
- Four complimentary registrations to NetHui and networking functions
- Distribution of a flyer at the event - up to four pages and no larger than A4 size
- Your company logo hyperlinked to your website on the NetHui website to drive traffic to your website before and after the event.

#2

GOLD SPONSOR

NZ\$15,000 excl GST

Supporting NetHui 2014 at this level provides a superior degree of exposure for your organisation.

Gold Sponsor benefits include:

- One sponsor table positioned to engage your audience and receive maximum traffic flow
- Recognition as a Gold Sponsor on the website and in all pre-event material, registration material and all other printed collateral
- Your company logo on the main screen at the beginning of all plenary sessions acknowledging your Gold status
- Distribution of a flyer at the event - up to four pages and no larger than A4 size
- Your company logo hyperlinked to your website on the NetHui website to drive traffic to your website before and after the event
- Freestanding company banner displayed in the main auditorium (supplied by your company)
- Three complementary registrations to NetHui and networking functions.



Images from the 2013 NetHui event based in Wellington.



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SPONSORSHIP PACKAGES

#3

SILVER SPONSOR

NZ\$10,000 excl GST

Supporting NetHui 2014 at this level provides a high degree of exposure for your organisation.

Silver Sponsor benefits include:

- One sponsor table positioned to engage your audience and receive maximum traffic flow
- Recognition as a Silver Sponsor on the website and in all pre-event material, registration material and all other printed collateral
- Your company logo on the main screen at the beginning of all plenary sessions acknowledging your Silver status
- Distribution of a flyer at the event - up to four pages and no larger than A4 size
- Your company logo hyperlinked to your website on the NetHui website to drive traffic to your website before and after the event
- Two complimentary NetHui registrations and networking functions.

#4

BRONZE SPONSOR

NZ\$3,000 excl GST

Supporting NetHui 2014 at this level provides exposure for your organisation.

Bronze Sponsor benefits include:

- Recognition as a Bronze Sponsor on the website and in all pre-event material, registration material all other printed collateral
- Your company logo on the main screen at the beginning of all plenary sessions acknowledging your Bronze status
- Distribution of a flyer at the event - up to four pages and no larger than A4 size
- Your company logo hyperlinked to your website on the NetHui website to drive traffic to your website before and after the event
- A complimentary registration to NetHui and networking functions.

“THIS IS WHAT THE ENTIRE IGF PROCESS WAS INTENDED TO BE – A VENUE FOR FOLK TO MEET AND TALK ABOUT WHAT IS IMPORTANT TO THEM. THE FACILITATORS WERE WELL BRIEFED AND DID A GREAT JOB! THE MC CAPTURED THE MOOD OF THE MEETING FROM THE OUTSET – I WISH ALL MY MEETINGS COULD BE LIKE THIS ONE! REALLY.”



FUNCTION SPONSORSHIPS

NETWORKING SESSION SPONSOR

NZ\$10,000 excl GST

(Exclusive - one available)

- This will be networking drinks and nibbles for an hour following the second day of the event
- An opportunity to give a two minute welcome speech to all delegates attending the Networking Session on the evening of the second day
- Recognition as a Networking Session Sponsor on the NetHui website and in the handbook
- Freestanding company banners displayed during the Networking Session (supplied by your company)
- Distribution of a flyer at the NetHui - up to four pages and no larger than A4 size.

CATERING SPONSOR

NZ\$5,000 excl GST

(Exclusive - three available - one each day)

- This will be covering morning tea, afternoon tea and lunch on one of the three days of the event
- Recognition as a Catering Sponsor on the NetHui website and in the handbook
- Two complimentary registrations to NetHui
- Freestanding company banner displayed in the catering area on the chosen day (supplied by your company)
- Distribution of a flyer at the NetHui - up to four pages and no larger than A4 size.

ON-ARRIVAL COFFEE SPONSORSHIP

\$2500 excl GST for one day (three available)

Attendees will love you for the early morning coffee hit, getting them in the mood for the big discussions ahead.

Recognised on the website and in printed material.

LANYARD BRANDING

\$5000 excl GST

This offers high visibility across the whole event as your logo will be clearly displayed on the lanyards.

SPONSORSHIP IN KIND

We also invite in kind provision of certain event requirements, which could either be branded (as in the case of pens/pads) or could be considered equivalent to a sponsor package in value (for example Internet and wireless provision and accorded the same benefits).

FELLOWSHIPS

If you are keen to support making NetHui a more diverse and inclusive event, sponsorship for fellowships can facilitate attendance by students, those from outside Auckland or other attendees who otherwise wouldn't be able to attend. Drop us a line and we can talk more about fellowship sponsorship possibilities.



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Images from
the 2013 NetHui
event based in
Wellington.



APPLICATION FORM

Please complete this form, keep a copy for your records and post/fax/email original to:

Krystal Waine - Events Lead, krystal@internetnz.net.nz, Phone: (04) 472 1601, Fax: (04) 495 2115

CONTACT DETAILS

Company name:	
Address:	
Contact name:	
Job title:	
Phone:	
Mobile:	
Email:	
Company website:	
Trade display name board:	
Company Twitter:	
Company Facebook:	

SPONSORSHIP

Type of sponsorship requested (please tick):

<input type="checkbox"/>	Platinum Sponsor	NZ\$20,000 +GST
<input type="checkbox"/>	Gold Sponsor	NZ\$15,000 +GST
<input type="checkbox"/>	Silver Sponsor	NZ\$10,000 +GST
<input type="checkbox"/>	Bronze Sponsor	NZ\$3,000 +GST
<input type="checkbox"/>	Networking Session	NZ\$7,500 +GST
<input type="checkbox"/>	Catering Sponsor	NZ\$5,000 +GST
<input type="checkbox"/>	On-arrival Coffee	NZ\$2,500 +GST
<input type="checkbox"/>	Lanyard branding	NZ\$5,000 +GST

TOTAL \$

Interested in other or Fellowship Sponsorship

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 2014. Cheques/direct credits should be made payable to: **InternetNZ**

DISCLOSURE:

I hereby agree to sponsor / exhibit (please circle), as detailed in this proposal, for the NetHui 2014, Auckland, from 9 - 11 July 2014.

Signed:

Dated:

CONTACT:
InternetNZ
DAVID CORMACK
COMMUNICATIONS LEAD

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