Regional Internet multi-stakeholder event
Christchurch, 21 – 22 November 2014

Sponsorship Prospectus

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The Offer
Your organisation is invited to sponsor the premier regional Internet-related conference in New Zealand for 2014.

NetHui South 2014 provides an excellent opportunity for you to align your organisation with open discussion of the Internet. The NetHui brand is an established brand in the New Zealand Internet scene, It is recognised worldwide as being a leading Internet Governance Forum meeting.

NetHui is attended by New Zealanders who represent the brightest, most engaged and switched on sectors of society.

NetHui *South* is an Internet get together with a distinctly *South* Island flavour. Bringing together everyone involved with Internet issues, NetHui *South* is based on the format of multi-stakeholder collaboration successfully introduced by the global Internet Governance Forum (IGF).

This regional NetHui will be held over one and a half days from 21 - 22 November 2014 in Christchurch

NetHui *South* provides a unique opportunity for interaction and networking through a discussion-based format.
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.

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.

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 *South* 2014 as a platform for all. This means that a number of diverse organisations are able to use NetHui *South* to hold their own events, free and open to all. 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.

Venue

NetHui *South* 2014 will be held at the College of Education, University of Campus.

Audience

NetHui *South* 2014 is an event that targets everyone involved with Internet issues in the *South* Island.

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.

Networking

We understand that as a sponsor of NetHui *South* 2014, networking with your target market is of highest priority. As a sponsor of NetHui South you would be entitled to display promotional material on a table right at the entrance.

Principles

The principles underlying NetHui are:

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 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 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.

Conference sponsorship packages

Note: we are happy to work with sponsors to tailor a package that suits

Premium Sponsor:
NZ$7,500 excl GST

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

- Recognition as a Premium Sponsor on the NetHui website with a hyperlink to your site. Also acknowledgement in any printed publications.
- Name badges with logo and lanyards (includes logo on front of name badge and lanyard), providing constant exposure for your brand over the course of the entire NetHui.
- Banner displayed in plenary room throughout NetHui (supplied by your company).
- Banner displayed in the registration area (supplied by your company).
- Company logo at the beginning of all plenary sessions.
- Four complimentary registrations.

Supporting Sponsor:
NZ$3,000 excl GST

- Recognition as a Supporting Sponsor on the NetHui website with a hyperlink to your site. Also acknowledgement in any printed publications.
- Banner displayed in a prominent area (supplied by your company).
- Company logo at the beginning of all plenary sessions.
- Two complimentary registrations.

Networking Session Sponsor:
(exclusive only one available)
NZ$3,500 excl GST

- Recognition as a Networking Session Sponsor on the NetHui website with a hyperlink to your site. Also acknowledgement in any printed publications
- An opportunity to give a five minute welcome speech to all delegates attending the Networking Session
- Banner displayed in a prominent area and at the Networking event (supplied by your company)
- Company logo at the beginning of all plenary sessions.
- Two complimentary registrations.

Lunch Sponsor:
(exclusive only one available)
NZ$3,000 excl GST

- This will be covering the lunch catering at the conference.
- Recognition as the lunch Sponsor on the NetHui website with a hyperlink to your site. Also acknowledgement in any printed publications.
- Company logo at the beginning of all plenary sessions.
- Banner displayed in a prominent area (supplied by your company).
- Free standing banner displayed in the catering area (supplied by your company).
- Two complimentary registrations.

Sponsorship in kind
We also invite in-kind provision of certain conference requirements, which could either be branded or could be considered equivalent to a sponsor package in value.
- Recognition as a Sponsor on the NetHui website with a hyperlink to your site. Also acknowledgement in any printed publications.
- Banner displayed in a prominent area (supplied by your company).
- Company logo at the beginning of all plenary sessions.
- Company flier available at sponsorship table next to the registration desk.
- Two complimentary registrations.

Application form

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

David Cormack
Email: david@internetnz.net.nz
Phone: +64 21 294 5333
Fax: (04) 495 2115
Post:
PO Box 11-881, Manners St, Wellington 6142

Contact details:

Company name:	
Address:	
Contact name:	
Job title:	
Phone:	
Mobile:	
Email:	
Website:	

Disclosure: I hereby agree to sponsor as detailed in this proposal, for NetHui *South* 2014, Christchurch, from 21- 22 November 2014.

Signed:

Dated:

SPONSORSHIP

Type of sponsorship requested (please tick a box):

☐ **Premium Sponsor**
   NZ $7,500 excl GST

☐ **Supporting Sponsor**
   NZ $3,000 excl GST

☐ **Networking Session Sponsor**
   NZ $3,500 excl GST

☐ **Lunch Sponsor**
   NZ $3,000 excl GST

On receipt of the application form, InternetNZ will issue a letter of confirmation together with an invoice for the amount payable. Sponsors may send either full payment or a deposit of 50% within 28 working days, with the balance of payment due by 20 November 2014.

NetHui *South* 2014 – Sponsorship Prospectus - we want to hear from you!