

ADAPTIVE^{NZ}



SPONSORSHIP PROSPECTUS

9-10 March 2027
NZICC, Auckland

ABOUT THE CONFERENCE

The AdaptiveNZ conference is designed to bring the business community together to discuss how we might shape organisations that can thrive through complexity. We work to move beyond outdated management mindsets and embrace the principles of adaptability, humanity, and shared leadership.

Who: 180–200 Business Leaders (Execs, GMs, Heads of), Practitioners (people involved in running businesses, new ways of working etc.) and the general business community.

Format: Two-day in-person event featuring keynote speakers, panel sessions, and networking

When: Tuesday 9 & Wednesday 10 March, 2027

Where: NZICC, 101 Hobson Street, Auckland

KEY EVENT THEMES

Embracing AI

**Building leadership depth,
not dependency**

Human-centred leadership

Future of work

Organisational design

Delivering at pace

Transformation

Governance

**Unlocking performance with
purpose and humanity**

**Planning, prioritisation,
cadence**

SPONSORSHIP BENEFITS

Position your brand to attract the people who will shape your future.

Becoming a sponsor gives your brand direct exposure to a targeted group of senior business leaders, positioning your organisation as a trusted partner in leadership, innovation, and growth.

Benefits include:

- **Credibility and visibility** in a forward-thinking business community
- **Access to top-tier talent** in transformation, delivery and leadership
- **Speaking or hosting opportunities** to showcase thought leadership
- **Meaningful engagement** through networking sessions and tailored 1:1 introductions
- **Lead generation** and lasting relationships with key industry decision-makers

SPONSORSHIP PACKAGES OVERVIEW

BENEFITS	MAJOR	SUPPORTING	EXPERIENCE
Pricing (ex. GST)	\$15,000	\$8,000	\$4,000
Speaking opportunity	Y	Y	N
Presentation time	5 mins	2 mins	-
Branding and recognition as a sponsor	Y	Y	Y
Logo recognition across media & social promotion	Y	Y	Y
Networking opportunity	Y	Y	N
Delegate list entitlement	Y	N	N
Staff passes	4	2	1
Guest passes	4	2	1

MAJOR SPONSOR

\$15,000 + GST

Pre-Event Promotion	• Named as a major sponsor in all event materials
Speaking Opportunity	• 5-minute welcome address or option to participate in a panel discussion
Event recognition & branding	• Logo recognition across all marketing promotion (signage, website, digital campaigns) - option to have branding beside main stage
Networking Opportunity	• Opportunity to request 1:1 introductions with specific attendees, speakers or organisations
Delegate list entitlement	• Access to the full contact details of all opted in attendees
Staff passes	• 4 passes available
Guest passes	• 4 passes available

SUPPORTING SPONSOR

\$8,000 + GST

Pre-Event Promotion	• Named as a supporting sponsor in all event materials
Speaking Opportunity	• 2-minute brand showcase or option to be mentioned in the MC opening and closing
Event recognition & branding	• Logo recognition across all marketing promotion (signage, website, digital campaigns) - option to have branding beside main stage
Staff passes	• 2 passes available
Guest passes	• 2 passes available

EXPERIENCE SPONSOR

\$4,000 + GST

**Sponsor one key element such as: Barista coffee cart, Conference catering, and/or networking canapes and drinks*

Pre-Event Promotion	• Named as a experience sponsor in all event materials
Event recognition & branding	• Logo recognition across all marketing promotion (signage, website, digital campaigns) - option to have branding/marketing materials beside sponsored station
Staff passes	• 1 pass available
Guest passes	• 1 pass available

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GET IN TOUCH

For questions or to
secure your
sponsorship, please
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