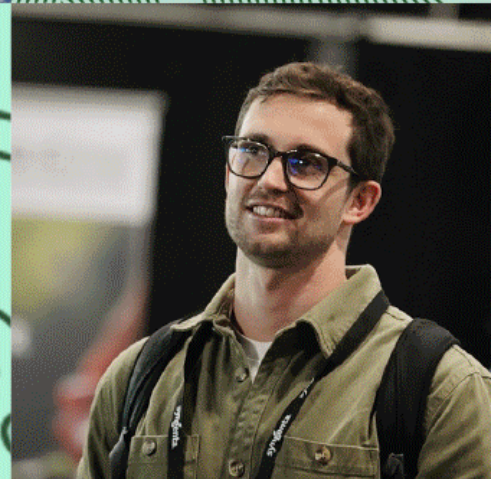
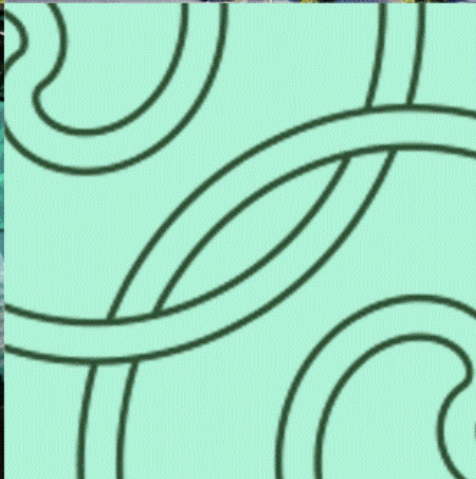
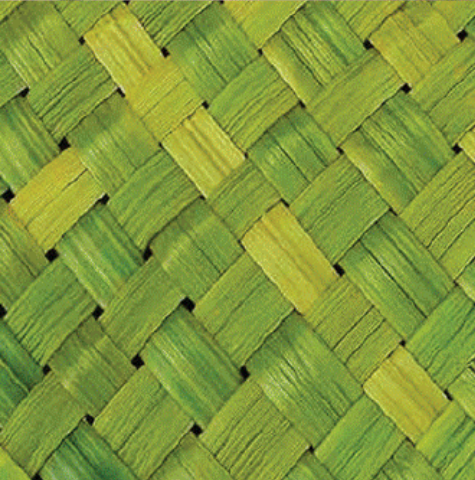


GP 25

Recreation
Aotearoa
Te Whai Oranga

Green Pavlova
Manukau, Auckland
20 – 21 May 2025

Sponsorship and exhibitor prospectus





Why be part of Green Pavlova 2025

Showcase your company at New Zealand's Premier Parks Industry Event.

Green Pavlova 2024 was a record-breaking success, solidifying its position as the must-attend event for the parks, play, and open spaces industries in Aotearoa.

Last year's conference attracted 367 delegates—a remarkable 20% increase from 2023. This was the largest gathering of parks professionals in New Zealand and the biggest event ever organised by Recreation Aotearoa. We're aiming even higher for 2025.

Delegates rated Green Pavlova 2024 an impressive 88% overall satisfaction rating. This high level of engagement reflects the event's ability to deliver valuable insights, meaningful connections, and a shared commitment to shaping the future of the industry.

367

The 2024 Green Pavlova conference attracted 367 delegates, a 20% increase on the previous year's conference of 293 delegates.



88%

Delegates rated their overall experience as an impressive 88%, highlighting its success and impact.

Why sponsor or exhibit at Green Pavlova 2025?

- Reach an expanding audience: With attendance growing every year, and this year joining forces with the New Zealand Cemeteries and Crematoria Conference, your brand will gain exposure to an increasing number of delegates.
- Connect with decision-makers: Green Pavlova attracts the industry's key players, from experienced leaders to the next generation of managers. This is your chance to make meaningful connections and build long-term relationships.
- Showcase your commitment: Align your brand with sustainability, innovation, and cultural awareness by supporting the premier event for this sector.

If this is a new event for you or you would like more information, please contact Maryanne Cheater, Events Manager, at 027 697 2003.





Sponsorship opportunities for Green Pavlova 2025 include:

- Premier Sponsor – SOLD OUT
- Sustainability Sponsor – SOLD OUT
- Awards Dinner Sponsor – SOLD OUT
- Welcome Drinks Sponsor – SOLD OUT
- Pre-Dinner Drinks Sponsor
- Premier Trade Sponsor – SOLD OUT
- Catering/Kai Sponsor
- Field Trip Sponsor
- Keynote speaker Sponsor
- Drink Bottle Sponsor
- Keep Cup Sponsor
- Stationery Sponsor
- Official Photographer Sponsor
- City Night Sponsor

Plus, there are a range of trade stands available in two sizes

Green Pavlova 2025 Overview

Celebrating Innovation and Sustainability in the NZ Parks Industry

Green Pavlova brings together the New Zealand parks industry to share knowledge, discuss best practices, and network with colleagues.

The conference is aimed at leaders and managers across sports parks, play spaces, reserves, and open space sectors, including decision-makers, thought leaders, and emerging talent shaping the future of the industry.

Delegates will have the chance to visit award-winning parks, meet a wide range of trade exhibitors, and network with colleagues while celebrating the parks sector.

We offer a variety of sponsorship opportunities, which we can tailor to ensure you get the most from your partnership.

Green Pavlova is a fantastic opportunity to connect with key people in New Zealand's parks, open spaces, and play industries.

Show your commitment to sustainability and Te Tiriti by partnering with us at Green Pavlova – a sustainable, innovative, and culturally aware conference.

The event will take place in Tāmaki Makaurau/Auckland on Tuesday, 20 May, and Wednesday, 21 May 2025, with field trips scheduled for Thursday, 22 May, and the Parks Awards gala dinner on the evening of Wednesday, 21 May. It will run alongside the NZ Cemeteries and Crematoria Conference, which is expected to attract an additional 80 delegates.

If this is a new event for you or you would like more information, please contact Maryanne Cheater, Events Manager, at 027 697 2003.

Sustainability Sponsor - \$6,000

Showcase your commitment to sustainability at Green Pavlova 2025, and let the industry know that you are invested in the future.

The Sustainability Sponsor will be recognised as significant supporters in all conference publicity and promotional material, and enjoy prize positioning in the lead up to, and throughout the conference.

Indication of Sponsor benefits:

- Sponsor logo placement on conference website and event app with link to sponsor website
- Acknowledgement by MC at conference opening ceremony and throughout the event
- Content marketing on Recreation Aotearoa's social media channels
- Two complimentary registrations for all conference sessions, including afternoon teas, lunches, and social functions
- Sponsor a sustainable themed session at Recreation Aotearoa with the speaker



To discuss your involvement in **Green Pavlova 2025** Conference contact:

Maryanne Cheater - Events Manager

Phone: 027 697 2003

Email: maryanne@nzrecreation.org.nz

Awards Dinner Sponsor - \$6,000

Take this opportunity to be the name behind the most anticipated event at Green Pavlova. This is a night to be remembered.

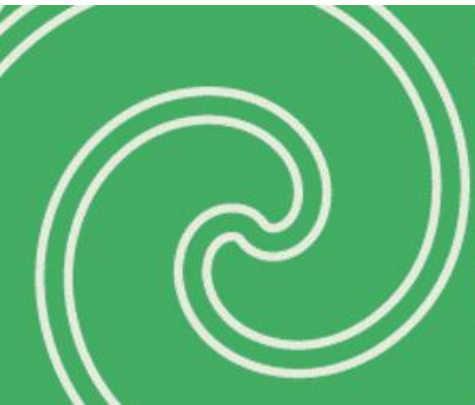
Taking place on Thursday evening, the NZ Parks Awards Dinner is the premier event in the New Zealand Parks industry calendar, rewarding the best and brightest from Aotearoa. This year, the evening will also include the Land and Cemeteries and Crematoria Awards, making it a celebration for both sectors.

We start with drinks and follow on with a sumptuous dinner and finish the night with dancing to a live local band.

Enjoy the benefit of a prime positioned table to invite your clients to a fun and memorable evening.

Awards Dinner Sponsorship gives you:

- Shown on the event website and event app
- Your opportunity to speak to the Awards Gala audience about your business and present awards to the winners
- Reserved dinner table at the Awards Gala
- One full conference registration
- Four Awards Dinner tickets
- Your logo displayed on slides throughout the Awards Dinner
- Table menus branded with your company logo



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To discuss your involvement in **Green Pavlova 2025** Conference contact:

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Email: maryanne@nzrecreation.org.nz

Welcome Drinks Sponsorship \$2,500 + GST

Taking place on Wednesday 12th November 2024
Welcome Drinks offers delegates a fantastic opportunity to network so

As part of the Welcome Drinks sponsorship you have an opportunity to speak to hundreds of delegates

Welcome Drinks sponsorship gives you:

- Shown on the event website and event app
- Your business mentioned by conference MC
- A chance to address delegates at the event
- One full conference registration



**SOLD
OUT**

Day One or Two Catering/ Kai Sponsor \$2,500 + GST each (Two available)

Pitch a message, product or service – or simply serve a croissant.

Lunchtime and the morning and afternoon teas offer valuable networking time. They give delegates an opportunity to visit the trade stands and catch up with the latest products.

Why not use this time to talk about your company? Run a competition that concludes at the end of the conference or in the survey?

Indication of Sponsor benefits:

- Logo placement on the Conference website and event app with a link to sponsor website;
- Verbal acknowledgement where possible by the MC;
- Corporate identification on display during the breaks (pull up banner, to be supplied by sponsor).
- One complimentary registration for that conference day



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To discuss your involvement in **Green Pavlova 2025**
Conference contact:

Maryanne Cheater - Events Manager

Phone: 027 697 2003

Email: maryanne@nzrecreation.org.nz

Field Trip Sponsor - \$2,000 (up to three available)

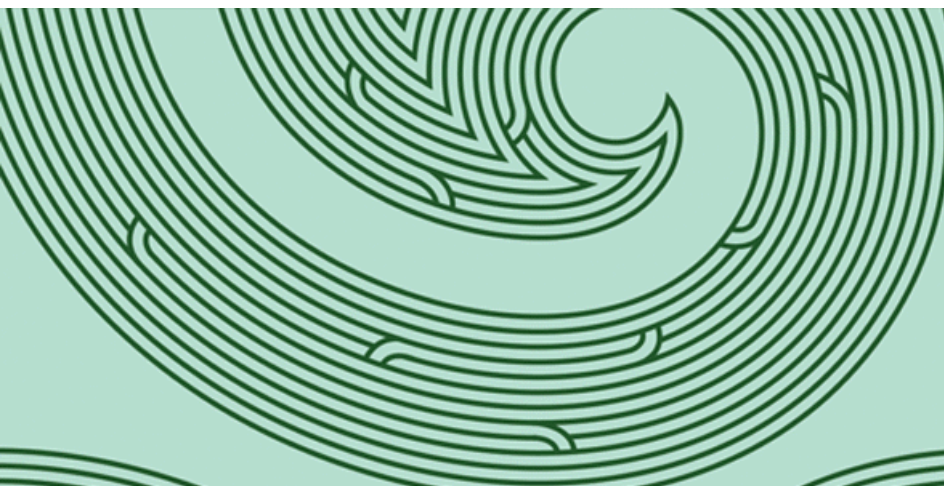
Green Pavlova 2025 will include up to three optional field trips for delegates to finish their conference in style.

These trips will highlight the fantastic parks and open spaces throughout the region.

As Field Trip Sponsor, you will have the opportunity to address delegates and join the field trip, networking with attendees along the way.

Sponsor benefits include:

- Your organisation named on the conference website and in all promotional material for your allocated tour
- Sponsor logo placement on conference website and event app with link to sponsor website;
- Opportunity to address your Field Trip delegates
- Two complimentary places for your staff or potential clients to attend the field trip day.



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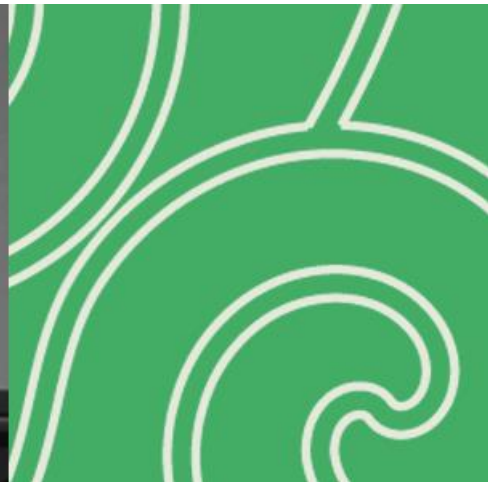
Keynote Speaker Sponsor - \$2,000 (Four available)

Green Pavlova 2025 will feature high-profile keynote speakers - what better way to lend credibility to your message than with a brand ambassador?

Explore the conference programme with the Event Manager and see which presenters reflect your values, vision and mission.

Sponsor benefits include:

- Logo placement on conference website and event app with link to your website;
- Logo placement next to the speaker abstract on the Conference website, as well as a holding slide during the presentation;
- Opportunity to introduce the keynote speaker
- Acknowledgement of sponsorship by MC
- One complimentary registration for that conference day



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Sustainable Sponsorship options

Keep Cup Sponsor - \$4,000

Get on board the carbon zero theme and provide delegates with your own branded coffee keep cups.

Delegates can use throughout the conference and beyond, ensuring your brand gets extensive exposure.

These are always a hit as every conference has a free-flowing coffee cart!

Drink Bottle Sponsor - \$4,000

Have your logo printed on a stainless-steel drink bottle that delegates can keep forever and help save the planet.

A guaranteed way to advertise your brand far and wide, you will reach each-and-every delegate and any leftover product can be retained for future use by your company.

We will encourage delegates each year to bring their water bottle and be a carbon zero hero.

*Please note Recreation Aotearoa will source, and organise your branded material as part of this sponsorship



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Sustainable Sponsorship options

Stationery Sponsor – \$1,000

Provide branded notepads and pencils for our delegates in an eco-friendly way.

Delegates If you don't have branded notepads and pencils we can help arrange for these to be made at your cost.

An innovative way for delegates to remember your organisation long after the conference is over!



To discuss your involvement in **Green Pavlova 2025** Conference contact:

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Premier Trade (includes coffee cart) - \$7,000

Being a Premier Trade Stand at Green Pavlova 2025 ensures you get the best spot in our trade networking area – right next to the coffee cart!

Not only do you get to brand the coffee cart with your logo, you also get the 3m x 3m trade stand or open space next-door, giving you the opportunity to chat to every delegate waiting for their flat white. This is positioned in a large lounge area, which will be a hub for delegates.

Premier Trade sponsorship gives you:

- Shown on the event website and event app
- Social media marketing on Recreation Aotearoa channels
- Your business mentioned by conference MC
- A Premier trade booth in our exhibitors area
- Your logo on the coffee cart – the most popular trade stand
- Two full conference registrations



To discuss your involvement in **Green Pavlova 2025** Conference contact:

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Email: maryanne@nzrecreation.org.nz

Trade Stand Options

- Large 3mx3m - \$4,500 + GST
- Medium 3mx2m - \$3,000 + GST

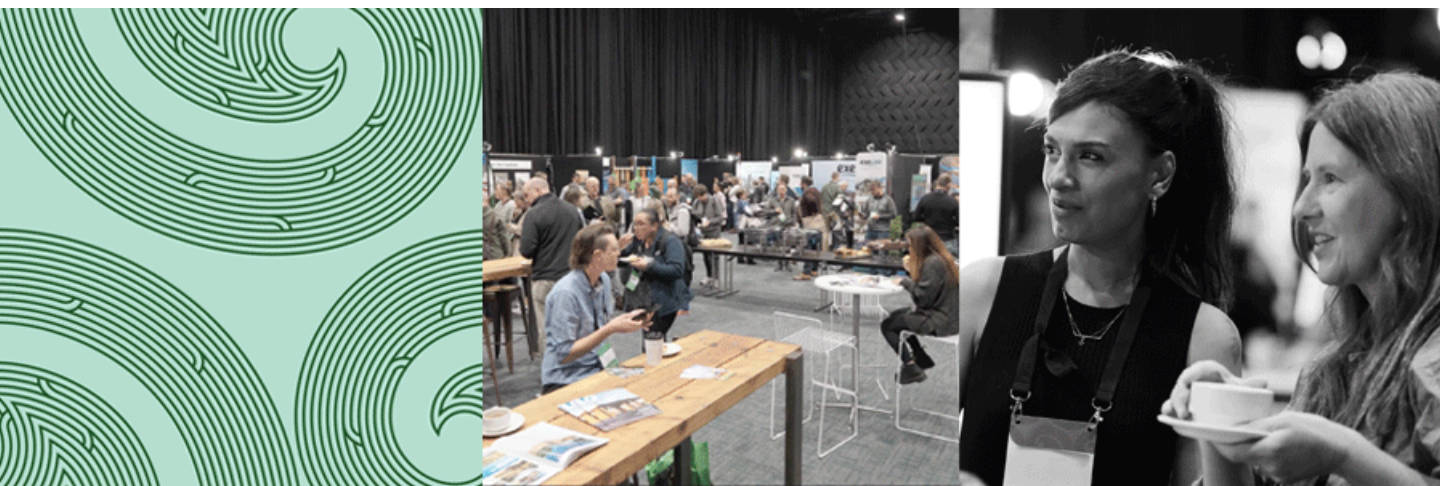
The trade area is the hub of Green Pavlova 2025. Being an exhibitor at this event will give you the opportunity to connect with hundreds of delegates working in the parks industry.

The trade plan will be available early 2025.

A trade stand gives you:

- Trade booth in our exhibitors area
- Shown on the event website and event app
- 1 full conference registration
- 2 x spotlights
- Power supply 10 amp multi box
- Furniture NOT included; our preferred supplier will contact you directly to discuss your requirements

NB: Trade are can only purchase a further 2 trade registrations at a discounted rate. Trade registrations do not include the awards dinner or field trips. These can be added for \$400 + GST.



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Email: maryanne@nzrecreation.org.nz

Official Photographer Sponsor - \$6,000

Help capture the moments that matter and align your brand with the vibrant spirit of Green Pavlova 2025!

As the Official Photographer Sponsor, your brand will be at the heart of every captured memory, ensuring visibility throughout the event and beyond.

Highlight your commitment to the recreation industry and create a lasting impression with this high-impact sponsorship opportunity!

Sponsor benefits include:

- Logo exposure: Prominent placement on the back of the official photographer's t-shirt and inclusion on the conference website and event app, linked to your website.
- Photo op stand: Your logo displayed in a prime location where the photographer will offer conference photos to delegates during tea breaks.
- Social and email recognition: Acknowledgment of your sponsorship whenever event photos are shared on social media and in eDMs.
- Event recognition: Shoutouts by the MC, keeping your brand top-of-mind.
- Complimentary registration: One free registration to the conference.



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City Night Sponsor - \$3,500

Showcase your brand as the champion of connection and convenience with the City Night Sponsorship.

This exclusive opportunity provides a shuttle bus service on Wednesday evening, transporting out-of-town delegates from their South Auckland accommodation to Auckland's vibrant CBD and back again safely.

This will allow attendees to experience the best of the city's restaurants and entertainment, with your brand leading the way.

This sponsorship combines practicality and prestige, putting your brand front and centre while supporting a memorable delegate experience.

Sponsor benefits include:

- Logo visibility: Prominent placement of your logo on the side of the shuttle bus and on the conference website, linked to your site.
- Event recognition: Acknowledgment by the MC during the event welcome and close of events on Wednesday.
- Brand alignment: Position your company as a key enabler of safety, fun, and connection for delegates exploring the city.
- Complimentary registration: One free registration to the conference.



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Email: maryanne@nzrecreation.org.nz

Green Pavlova 2025 – Sponsorship/Trade Agreement

Organisation Name: (This will be used for all promotional purposes)	
Name of Contact & Position:	
Email:	
Mobile:	
Permission for us to hyperlink to your website:	Y/N

Please indicate sponsorship package you wish to purchase.
All prices are in NZ dollars and are exclusive of GST.

Premier Sponsor SOLD OUT	Sustainability Sponsor SOLD OUT
Awards Dinner Sponsor \$6,000	Drink Bottle Sponsor \$4,000
Welcome Drinks Sponsor SOLD OUT	Keep Cup Sponsor \$4,000
Catering Kai Sponsor : Day one/ Day two \$2,500 (please specify day)	Stationery Sponsor \$1,000
Field Trip Sponsor \$2,000	Premier Trade \$7,000
Keynote Speaker Sponsor \$2,000	Trade Booth 3m x 3m \$4,500
Pre-Dinner Drinks Sponsor \$6,000	Trade Booth 3m x 2m \$3,000
City Night Sponsor \$3,500	
Official Photographer Sponsor \$6,000	

Pay by Card	
Name on card:	
Card No:	
Expiry Date:	
CCV:	
Authorised amount in \$NZ:	

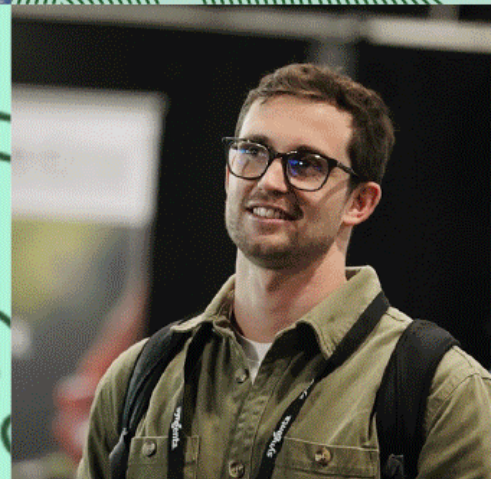
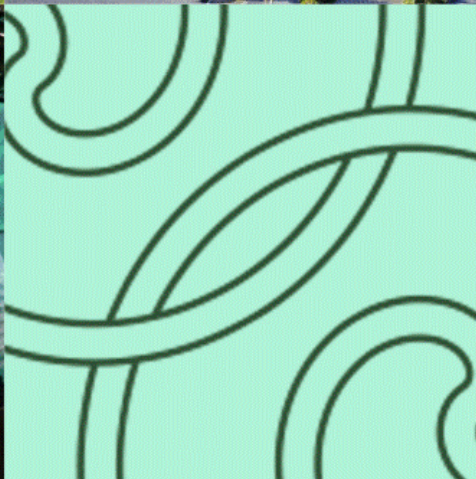
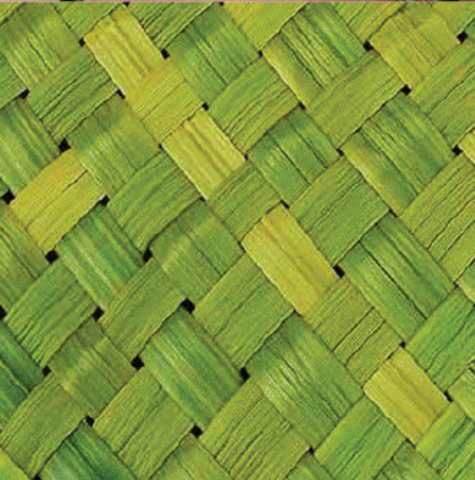
Pay by Invoice	
Contact Name:	
Company Name:	
Address:	
PO Number:	

Agreement Signed:		Agreement Dated:	
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By signing this form, you are agreeing to the payment amounts and benefits as described in this Sponsorship/Exhibitor Proposal document

Send to Maryanne Cheater c/o Recreation Aotearoa

maryanne@nzrecreation.org.nz 027 697 2003



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Aotearoa
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For more information, contact our
events team on:
Email: maryanne@nzrecreation.org.nz
Phone: 027 697 2003