



Recreation  
Aotearoa  
Te Whai Oranga

# Waves 2025

## Sponsorship Prospectus

Te Pae, Ōtautahi/Christchurch  
20-22 August 2025

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# Feel the ripple effect with Waves 2025

**Waves is New Zealand's annual aquatics industry conference and is highly regarded amongst its audience as the 'must attend' professional development event each year.**

Waves aims to increase knowledge in the aquatic industry by creating a sharing platform amongst delegates, to support individual and collective growth within the industry, and build a sense of place amongst emerging professionals.

The Waves 2025 Conference will take Ōtautahi by storm, following immediately after the exciting National Pool Lifeguard Competition on 19 August.

Waves is being held at the wonderful Te Pae Events Centre in Christchurch, from 20-21 August, with field trips to be held on Friday 22 August.

The conference will have key streams and will feature inspirational speakers, and concurrent sessions by leading industry experts.

The Programme will include a tour of local pools and facilities, the National Pool Lifeguard Competition, a welcome function and an awards dinner.

## **This year's theme is:**

Excellence in Aquatics – Going from Good to Great

Te piko o te māhuri, tērā te tupu o te rākau  
The way a young sapling is nurtured determines how the tree will grow.

At Waves 2025, we'll explore how strong foundations help us move from Good to Great. We'll focus on setting standards, applying best practice, driving continuous improvement, and fostering creativity, innovation, and collaboration. We'll lay a wero / set a challenge for ourselves: How do we keep things simple while having the courage to do things different?

## **Our audience**

The principal audience for the Waves Conference comes from those employed in the aquatic sector. The secondary target group reflects the evolving landscape of our national sports and recreation facilities – urban developers, architects, health and fitness providers.

Recreation Aotearoa will also be promoting this Conference to its 5000+ members.

Approximately 220+ delegates from New Zealand and Australia are expected to attend over the three-day event.



**To discuss your involvement in Waves contact:**

Maryanne Cheater – Event Manager

Phone: 027 697 2003 | Email: [maryanne@nzrecreation.org.nz](mailto:maryanne@nzrecreation.org.nz)

# How we promote Waves Conference

**Promotion of the Waves 2025 Conference will run from April through the event and for up to a month after the event;**

- Through the Recreation Aotearoa website, Waves website, and the Glue up app.
- Recreation Aotearoa Social media channels.
- E-news bulletins and newsletters to its 5000+ members.
- Recreation Aotearoa uses its industry partners within the aquatics and recreation sector to promote its Conferences to a wider audience.
- Any other opportunities that arise with our partners will be utilised.



## Five reasons why you should sponsor Waves Conference

### By becoming a sponsor, you will:

- Gain exposure to people working across all areas of the swimming industry, including education, community programmes, management, planning, operations and health;
- Benefit from networking opportunities and potential future business relationships;
- Achieve recognition for your involvement in the conference and support of the industry;
- Play a role in the well-being of New Zealanders by supporting the development and improvement of aquatic and recreational facilities;
- Help sport and recreational professionals build stronger communities nationwide

## Sponsorship opportunities for the 2025 Waves Conference include:

- Premier Sponsor
- Silver Sponsor
- Sustainability Sponsor
- National Pool Lifeguard Competition Sponsor
- Awards & Dinner Sponsor
- Photo Booth Sponsor
- Drink Bottle Sponsor
- Keep Cup Sponsor
- Field Trip Sponsor
- Keynote Speaker Sponsor
- Premier Trade
- Lanyard Sponsor
- Notepads & Pens
- Trade booths



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Maryanne Cheater – Event Manager

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# Premier Sponsor

Premier Sponsors 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.

Premier Sponsor is not just a title – it's an opportunity to be active within the conference. Why not add to the official opening, support a specific session in the program, or add your fair to the catering sessions? Talk to us about your idea and we'll work to help you get the most return on your investment.



## Indication of Sponsor benefits:

- Sponsor logo placement on conference website, holding slides and event app and all other conference collateral with link to sponsor website;
- Acknowledgement by MC at conference opening ceremony and closing remarks as well as the opportunity to introduce your company;
- Logo placement on conference holding slides in each room;
- Banner placement in plenary room
- Promo video to run in meeting rooms during breaks
- Content marketing with shared stories on social media channels;
- Two complimentary registrations for all conference sessions, morning and afternoon teas, lunches, the welcome reception and the Waves Dinner and field trips.
- Trade booth space 3x3m - **including** one full complimentary registration



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# Silver Sponsor

## \$9,000.00 + GST

**Host the evening welcome reception - this is always popular with delegates, as it is the first time many of them have seen each other in a year, and it provides the first relaxed opportunity to network with their suppliers. This sponsorship includes 2 hours of nibbles and drinks.**

The evening also gives the choice to promote your products and services with your own cocktail menu, a social activity or a special dinner with the your arrange post event.

Organise a raffle, bid for items, hold an auction, music entertainment – there are countless opportunities to provide your organisation with high visibility throughout the evening.

Indication of sponsor benefits:

- Exclusive sponsorship for the welcome reception;
- MC opportunity for a representative from your organisation during the function;
- Sponsor promotion on a slide show running throughout the function (slides to be provided by sponsor);
- Sponsor logo placement on the Conference website and app with a link to sponsor website;
- Acknowledgment by MC at the Conference and on conference holding slides;
- One full registration for all conference sessions, morning and afternoon teas, lunches and social functions.
- Trade booth 2x3m – including another complimentary registration



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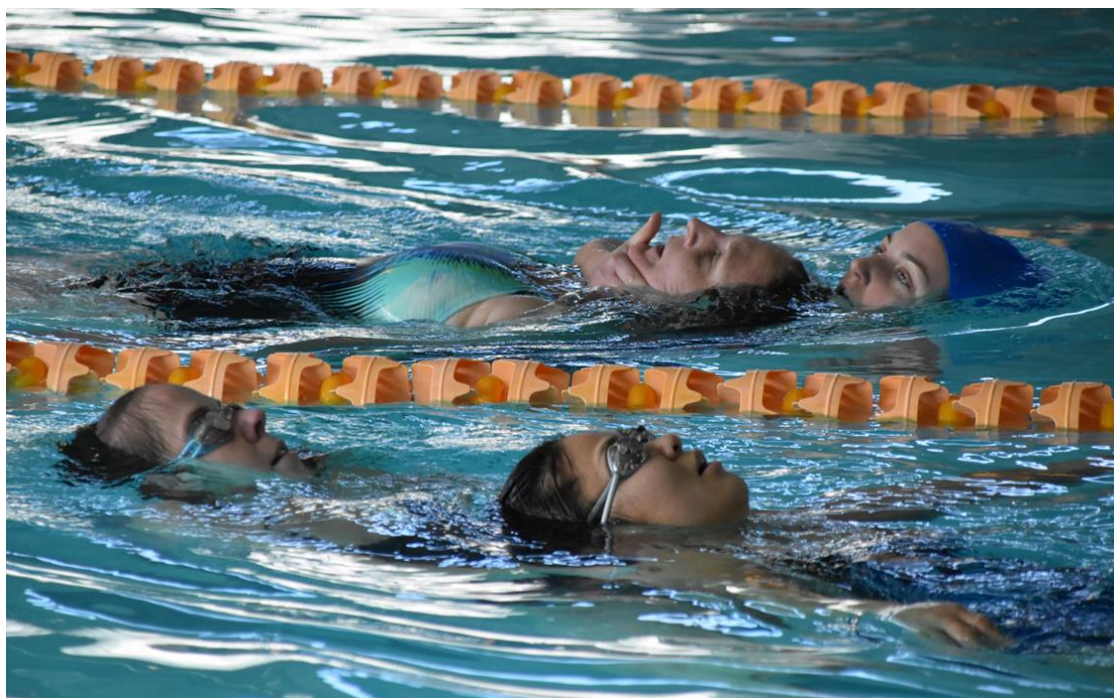
Phone: 027 697 2003 | Email: [maryanne@nzrecreation.org.nz](mailto:maryanne@nzrecreation.org.nz)

# Sustainability Sponsor

## \$6,000 + GST each

**Showcase your commitment to sustainability at Waves 2025, and let the aquatics 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 closing remarks;
- Logo placement on conference holding slides in each room;
- Content marketing with shared stories on social media channels;
- Opportunity to sponsor and introduce a sustainability themed conference session
- 3m x 3m Exhibition booth **including** two complimentary registrations



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# National Pool Lifeguard Competition

## \$2,000.00

The National Pool Lifeguard Competition is held every year the day before the Waves Conference kick-off. It features the best lifeguard teams in the country and their supporters. It is a great day to celebrate the regular Team of the Year, awarded at the Aquatic Awards later in the year.

**SOLD OUT**



### Sponsorship Benefits:

- Renamed as the [Your company name] National Pool Lifeguard Competition
- Opportunity to have banners (provided by you) and flags (provided by us) at the competition
- Branding and running one of the sections of the competition
- Supplying a judge
- Opportunity to address the lifeguards and their teams at the start of the competition
- Promoted through the Recreation Aotearoa website, Waves website, and the Glue Up app.
- Your logo included on e-news bulletins and newsletters to 3000 members.
- 1 x ticket to the Awards Dinner and present the award to the winning team



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# Aquatics Awards & Dinner Sponsor \$5,500 + GST

The Waves Dinner is the most highly anticipated event of the week and is an excellent marketing opportunity. Over 90 per cent of conference delegates attend the dinner each year, with the cost included in the full conference registration fee. Additional tickets are available to colleagues, staff, family and friends.

## Indication of Sponsor benefits:

- Opportunity to present your company within the dinner schedule (2-5 minutes)
- Sponsor logo placement on the Conference website and event app with a link to sponsor website;
- Logo placement on the dinner holding slides
- Acknowledgement by MC at the Conference Dinner;
- Reserved dinner table for your company
- Branded table menus with an inclusion of your key message.
- Two complimentary registrations for all conference sessions, morning and afternoon teas, lunches and social functions.



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# Aquatics Awards Dinner Photo Booth Sponsor (1 available)

## \$2,500 + GST

Leave a lasting impression with delegates and award dinner guests by sponsoring your own branded photobooth.

The Aquatics Awards Dinner is a highly anticipated event of conference week and it's an excellent marketing opportunity.

The photo booth will give dinner guests a chance to memorialise their time at Waves 2025 with friends and colleagues by taking fun selfies with props. It always proves to be a massive hit!

### Indication of Sponsor benefits:

- Opportunity to have your logo on each of the photos provided from the booth.
- Sponsor logo placement on the Conference website and event app with a link to sponsor website;
- Logo placement on the dinner table talkers
- Acknowledgement by MC at the Conference Dinner;
- Reserved dinner table for your company
- Two complimentary registrations for the Awards Dinner



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# Be a Carbon Zero Hero!

## Drink Bottle Sponsor \$3,500 + GST

Pioneer the carbon zero trend by being the Waves drink bottle sponsor. Have your logo printed on a stainless steel 500ml drink bottle that delegates can keep forever and help save the planet.

A guaranteed way to advertise your brand far and wide. Inserted into the delegate bag, 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.



## Coffee Keep Cup Sponsor \$3,500 + GST

Get on board the carbon zero theme and provide delegates with your own branded coffee keep cups. Delegates can use throughout the conference and forever on, ensuring your brand gets extensive exposure.

You could even combine this sponsorship with the Premier Trade option also, and have your brand on both the coffee cart and the keep cups.

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



### Indication of Sponsor benefits:

- Recognition as a sponsor on all publicity material, including logo placement on conference website and event app with link to sponsor website
- Acknowledgement by MC at conference
- Organisation's name or logo printed on drink bottles/keep cups in one colour
- Recreation Aotearoa will source the cups/bottles and this is included in the sponsorship cost. You will have a choice of style/colour



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# Field Trip Sponsor

## \$2,000 + GST each (1 available)

**Waves will include optional tours for delegates to highlight the aquatic recreation facilities and developments in the region.**

Help us make these tours unmissable through a unique contribution to the programme, whether this is a product launch lunch or hosting the delegates at your facility. Get in touch to discuss your ideas.

### **Sponsor benefits:**

- Naming rights for your allocated tour on the conference website, in all promotional material
- Sponsor logo placement on conference website and event app with link to sponsor website;
- Two complimentary places for your staff or potential clients to attend the tour.

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# Keynote Speakers (3 available)

## \$2,000 + GST each

**Waves 2025 will feature high-profile keynote speakers, and 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. Align your brands and support their presentation; work with them to endorse your values. Invite them to your establishment to present.

### **Sponsor benefits:**

- Sponsor logo placement on conference website and event app with link to sponsor website;
- Logo placement next to the speaker abstract on the Conference website, as well as a holding slide during the presentation;
- Corporate branding on display during the presentation (pull up banner, to be supplied by sponsor);
- Acknowledgement of sponsorship by MC
- One complimentary registration for that conference day



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# Lanyard Sponsor

## \$2,500 + GST each

**Reach every single delegate at Waves 2025 by becoming our Lanyard Sponsor! Each delegate is given a lanyard to facilitate easier networking and impart important information about the conference.**

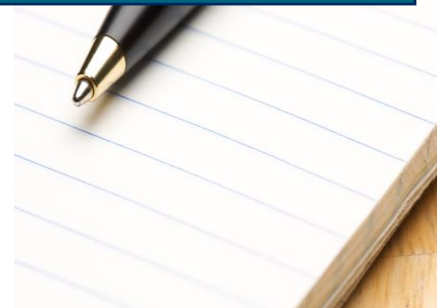
You provide a logo/design of your choosing to be printed on every lanyard and have your brand featured in every photo taken at the conference.

### **Sponsor benefits:**

- Full registration for one company representative for a conference day
- Listing on the WAVES Conference website and event app
- Every delegate wears their lanyard with your logo/design
- Named on conference holding slides
- Social media content marketing

# Pads and Pens Sponsor

## \$1,500 + GST



**Do you have your own branded pads and pens? Grab the opportunity to provide these for the entire Waves conference – ensuring your brand reaches all delegates, and goes home with them.**

### **Indication of Sponsor benefits:**

- Organisation's name or logo advertised throughout the conference on your own branded products
- Recognition as a sponsor on Conference website and event app

***You are required to provide c. 200-250 pads and pens for the 2025 Waves Conference***



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# Premier Trade

## \$5,500 + GST

Take the opportunity to stand out as the premier trade sponsor throughout the conference. This award-winning sponsorship of the coffee cart comes along with a trade booth beside it, in prime location.

Freshly made coffee is available to Conference delegates from our coffee cart throughout the conference - a fantastic opportunity to put your products or services directly into the hands of delegates.

Your coffee cart contribution adds immense value to the delegate experience, and along with the trade booth, creates a key focal point for delegates and a perfect display space for you and your products or services.

You are guaranteed to receive good foot traffic and have ample networking time as well as a variety of delegates throughout the conference.

Plus - everyone remembers who gave them coffee!

### Indication of Premier Trade benefits:

- Recognition as a sponsor on all publicity material, including logo placement on conference website and event app with link to sponsor website
- Acknowledgement by MC at conference
- Corporate branding on display around the coffee cart, (pull-up banner, signage to be supplied by sponsor);
- 1 x indoor trade booth space, next to the coffee cart including one full complimentary registration. Trade Booth includes: Panel 3m wide x 3m deep, Power supply 10 amp multi box, 2 x spotlights, Full registration for one company representative. Furniture not included; our preferred supplier will contact you directly to discuss your requirements
- 1 x additional complimentary registration for all conference sessions, morning and afternoon teas, lunches, the welcome reception and the Awards Dinner.



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# Exhibition Booth

## 3m x 1.8m \$3,000 + GST each

## 3m x 3m \$3,500 + GST each

**Delegates from around New Zealand will be present at this annual show piece for the Aquatics sector, eager to find information on market products and make connections within the service and product network. This is an opportunity to reach this market and place your business at the forefront of service or product provision on a national stage.**

Programming will ensure that all displays are provided with good foot traffic so you the exhibitor have adequate networking time as well as a variety of delegates throughout the conference. However, if you are interested in an exhibitor activation please contact the Event Manager.

See over for exhibitor floorplan.

### Exhibition Benefits

Spaces will be allocated on a first come, first served basis with the following equipment included in the display price:

- Panel 3m x 1.8m or 3m x 3m
- Power supply 10 amp multi box
- 2 x spotlights
- 1 x corflute company sign
- Full registration for one company representative
- Listing on the WAVES Conference website and app during the campaign.
- Furniture not included; our preferred supplier will contact you directly to discuss your requirements
- Extra trade registrations at \$400+GST each (up to two)



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## WAVES Conference 2025 – Sponsorship/Trade Agreement

Company/Organisation: (This will be used for all promotional purposes)		
Name of Contact:		
Position within Company/Organisation:		
Email:		Mobile:
Do you give permission for us to hyperlink to your website: YES / NO		
Premier Sponsor <b>SOLD OUT</b>	<input type="checkbox"/>	Silver Sponsor <b>SOLD OUT</b>
Sustainability Sponsor \$6,000 + GST	<input type="checkbox"/>	Premier Trade \$5,500 + GST
Aquatics Awards & Dinner Sponsor \$5,500 + GST	<input type="checkbox"/>	Aquatic Awards Photobooth Sponsor \$2,500 + GST
Drink Bottle Sponsor \$3,500 + GST	<input type="checkbox"/>	Keep Cup Sponsor \$3,500 + GST
Keynote Speaker Sponsor \$2,000 + GST	<input type="checkbox"/>	Field Trip Sponsor \$2,000 + GST
Lanyard Sponsor \$2,500 + GST each	<input type="checkbox"/>	Pads and Pens Sponsor \$1,500 + GST each
Exhibition Booth 1.8x3m \$3,000 + GST each	<input type="checkbox"/>	Exhibition Booth 3x3m \$3,500 + GST each
Pay by card		Pay by invoice
Name on card:		Contact for invoice:
Card no:		Company name for invoice:
Expiry Date:	CCV:	Address:
Authorised amount in \$NZ:		
Agreement signed:		
Agreement dated:		Purchase Order No: (if req)

By signing this form, you are agreeing to the payment amounts and benefits as described in this Sponsorship Proposal document

Maryanne Cheater c/o Recreation Aotearoa  
Level 1, 29 Brandon St, Wellington 6011