

Sponsor's information

Event name: NZ Tech Rally 2023

Description: Flagship conference for NZ Tech Rally. We aim to become the ultimate community platform where we discuss the hottest trends and biggest problems in NZ software engineering and grow together.

Date: Friday, 7th July 2023

Location: Pipitea Campus, Victoria University, Wellington, New Zealand

Why NZ Tech Rally exists

NZ has many events that cater for anyone working in tech, such as Webstock, Tech Week, Code Camp, etc. These events talk about general tech-related topics, ranging from product management to design to code.

NZ also has many events focusing on specific engineering practices or tools: like security, cloud, full-stack, mobile development, JavaScript, robotics, etc.

But there isn't anything that focuses on broad software engineering concerns.

We also noticed that many topics are case studies from overseas and often feature international speakers.

While it is great to look for inspiration outside of the NZ tech bubble, we often forget that there are also great relatable examples in NZ.

We want to create a place where all engineering roles like QA, front-end, security, and data can get together and share how they address common software engineering problems in NZ.

By learning from each other, we can support, strengthen, uplift, and grow software engineering practices in NZ together, something which can't be done as effectively in practice-based silos.

Sponsorship opportunities

Sponsoring NZ Tech Rally provides a unique opportunity to interact with diverse software engineers and engineering leaders in Aotearoa.

Supporting our event means getting the Sponsor's brand out there in the local software engineering space to attract some of the best engineering talents to the sponsoring organisation.

Sponsors are greatly appreciated for their financial assistance. Sponsorship is the primary source of funding for our conference, with registration fees kept affordable at \$110 to encourage broad community participation.

Sponsors are encouraged to represent themselves by actively participating and engaging with the attendees as peers. The best thing to do is to send engineers from the sponsor's organisation to interact with other attendees at NZ Tech Rally.

Sponsorship level	Platinum	Gold	Silver
Cost	\$ 6,000 +GST	\$ 4,000 +GST	\$ 1,000 +GST
Maximum number of sponsors allowed per sponsorship level	2	3	10
Complimentary attendee tickets	6	2	0
Number of people allowed at booth (will be given dedicated tickets)	2	2	0
Exclusive social media appreciation posts	✓	✗	✗
Give away booth activity prizes on the main stage	✓	✗	✗
Booth space	✓	✓	✗

Sponsorship level	Platinum	Gold	Silver
Give away swag and materials to attendees ¹	✓	✓	✗
Sponsor's banner on the stage	✓	✓	✗
Mention on NZ Tech Rally's social platforms such as LinkedIn , Twitter , and newsletter	✓	✓	✓
Brand logo display on NZ Tech Rally's website ²	✓	✓	✓
Brand logo on physical NZ Tech Rally's banners	✓	✓	✓
Brand logo display on NZ Tech Rally's slides ³	✓	✓	✓
Visual and verbal recognition by MC at opening & closing	✓	✓	✓

Terms and conditions

Sponsors are never given the attendee contact information, nor are they allowed to purchase speaking slots or panellist slots for talks and panel discussions at NZ Tech Rally.

Sponsors will be required to follow the event's [code of conduct](#), as highlighted in the contract. This applies to giveaways, items and images at the sponsor's table, the behaviour of the sponsor's staff, etc.

¹ Swag needs to be approved by NZ Tech Rally in writing

² A brand logo can link to a specific place on the sponsor's website. If the url isn't provided, we will link to the sponsor's homepage.

³ Opening slides, break times/schedule, closing slides

Next steps

Email our sponsor liaison, Camy Bhandari, via sponsor@nztechrally.com to support this exciting conference.