

PLANNING
2021

NZPI ANNUAL CONFERENCE

NELSON

PLATINUM SPONSOR **wsp**

PROSPECTUS





Enhancing diverse values, voices and vision to inform and inspire planning in 2021 and beyond



The 2021 logo represents Whakatū/Nelson, the geographic centre of New Zealand, and includes multiple elements that converge together around a central point. It reflects the diverse values, voices, and vision of our profession, our communities and our nation that must be understood by the planning profession to excel as thought leaders and future strategists.

NZPI IS CALLING FOR SPONSORSHIP SUPPORT FOR THE 2021 CONFERENCE

"Diversity is about all of us, and about us having to figure out how to walk through this world together." Jacqueline Woodson

The 2021 NZPI conference in Whakatū/Nelson will Champion the Planning Profession to Excel by considering the broader role of planning in today's environment and evaluating and exploring ways to develop and position the profession as a thought leader guiding the strategic direction of New Zealand.

"He waka eke noa" – A canoe which we are all in

The role of the planning profession has never been more important. Planners must balance increasing demands on our environment with the needs of Aotearoa's growing population and visitor numbers. The Nelson/Tasman region is not alone in facing these challenges, and is experiencing the opportunities generated by a predicted 10% population growth in the next 25 years.

The conference theme – **Values/Voices/Vision** will address and consider how planners identify the values and hear the voices of our diverse communities in order to articulate a clear vision for the future. The conference will champion the profession to strengthen its position as a strategic thought leader in contemporary New Zealand.

Local and international speakers will explore the themes of the conference, including:

Democracy and planning beyond the RMA; how we measure our living environments; Iwi post-settlement; diversity; leading and championing planning; building cross-industry relations; science and technology; climate change; environmental protection; and urban liveability.



NZPI invites you to join us for the 2021 National Conference in Nelson, a four-day showcase of the region's culture, industries, landscapes, and hospitality. Come and enjoy the "sunshine capital" of New Zealand, Te Tau Ihu o te Waka-a-Māui!

NZPI invites sponsors to join planners and allied professionals from around the world & New Zealand in Nelson for the 2021 National Conference



Planners have a critical role in New Zealand's future by helping to develop solutions to key issues such as climate change, population growth, infrastructure, pressure on natural resources, environments, demographic change and transport. At Planning 2021, delegates will be inspired by new ideas, practices and technologies that can be applied in their work, communities and environments.

The conference will explore a number of themes including:

- Planning beyond the RMA
- Reflections on democratic processes
- Iwi post-settlement
- Diversity
- Ways of measuring our living environments
- Building cross-industry relations
- Preparing for future change
- Climate change
- Environmental protection
- Urban liveability

ABOUT THE CONFERENCE

"A city is not gauged by its length and width, but by the broadness of its vision and the height of its dreams." Herb Caen

2021 will bring together professionals from across the planning spectrum to facilitate conversations and discover new approaches which will propel the profession into the future as a powerful strategic influence in a rapidly-changing world.

The conference will feature:

- International and national keynote speakers
- Reception and Powhiri
- Panel discussions
- Parallel streams
- Papa Pounamu Hui
- Emerging Planners Congress
- Elected Representatives Workshop
- Rodney Davies Research Symposium
- Gala Awards Dinner



The conference is relevant to a wide range of professionals including:

- NZPI members
- Planners
- RMA and environmental professionals
- Elected representatives
- Government agencies
- Iwi representatives
- Property Developers
- Tertiary professors
- Students

Why attend?

The conference is designed to inspire, influence, inform and raise awareness of the challenges and opportunities facing planners today. During the conference we will highlight how the profession's values, voices, and vision will champion the future of planning and development in New Zealand.

We will focus on the opportunities that come from listening to the voices of our communities and how our values can inform our response to future planning issues, such as climate change and disruptive technologies, that are rapidly changing our world.

The conference draws planning leaders, Iwi and practitioners from local government, universities and consultancies into a forward focused, expansive discourse on these challenges and opportunities in relation to planning best practice.



Call for SPONSORS

The 2021 conference is the ideal place to gain exposure and interact with a wide range of industry stakeholders and key decision makers

The conference will attract an audience of more than 700 industry leaders, business managers, technical specialists, planners, peers, allied professionals, local and central government representatives, Mana Whenua, environmental advocates, community groups, construction and development industry members, urban designers, scientists, researchers, academics and tertiary students.

The annual NZPI conference is the perfect opportunity to show your support for this group of professionals and the themes being explored in Nelson.

INVITATION TO SPONSOR & EXHIBIT

It pays to showcase your organisation, its people, projects, technology, ideas and thinking to the planning community.

Sponsorship opportunities are incredibly powerful before, during and after the event.

Marketing

The conference is widely promoted via:

- Electronic and print media
- Dedicated conference website
- Database marketing
- Newsletters and brochures
- Social media
- Radio and TV Interviews
- Online and print articles
- Full PR campaign

During the conference your brand will gain exposure via the conference handbook, electronic signage, display banners, the conference app, and inclusion in the conference bag.

By supporting the conference your company will be profiled as an industry leader committed to activities benefiting the New Zealand planning community.

Networking

Expert speakers at the conference will share their views and insights on the conference themes. Their presence will be valuable to those sponsors who wish to build a profile in the 'thought leadership' space whilst networking with key conference delegates who benefit from gaining increased knowledge and understanding about your organisation's products and/or services.

NZPI invites you to consider the following options:

Exclusive naming rights to the conference, gala awards dinner, welcome reception, social functions and field trips.

Private hosting of key guest speakers and decision makers.

Branding on lanyards, conference bags, promotional materials and publications.

Premium seating at plenary sessions and gala awards evening.

Representation in the exhibition area.



SPONSORSHIP CATEGORIES

For all sponsorship categories packages can be tailored to suit your specific business needs.

CATEGORY	AVAILABLE	AMOUNT EX GST
Platinum Sponsor	1	\$25,000
Gold Sponsor	3	\$15,000
Silver Sponsor	3	\$10,000
Bronze Sponsor	7	\$7,000
Industry Supporter	7	\$5,000
Welcome Reception	1	\$8,000
Networking Drinks	1	\$6,000
Gala Awards Dinner	1	\$15,000
Keynote Speakers	4	\$6,000
Stream Sponsor (per day)	10	\$4,000
Field Trip	4	\$1,000
Conference Bags	1	\$10,000
Lanyard	1	\$8,000
Reusable water bottles	1	Expression of interest
WiFi	2	\$3,000
Conference App	1	\$5,000
Charging Stations	1	\$5,000
Coffee Cart	1	\$10,000



NZPI invite organisations who are exemplars in best practice, new ideas and planning research to showcase their services via a conference exhibition stand.

Benefits include: Inclusion in marketing and conference handbook, exhibitor list on the conference website, coffee and catering included, stands located in a prime position at the conference.

Exhibition stand details: 3m x 1.2 m, includes power and lights: \$3000+gst.
Poster display: \$500.00+gst.

SPONSORSHIP BENEFITS

For all sponsorship categories packages can be tailored to suit your specific business needs.

Gain exposure
 Build relationships
 Showcase innovations

CATEGORY	NAMING RIGHTS	FREE TICKETS	MARKETING PROMOTIONS	SPEAKER INTRODUCTION	LOGO IN ROOMS	EXHIBITION	CONFERENCE BAG INSERT	ADVERTISING IN HANDBOOK	LOGO IN HANDBOOK	PQ MAGAZINE ADVERTISING
Platinum Sponsor	CONFERENCE BROUGHT TO YOU BY	4	•	•	•	•	•	FULL PAGE	•	FULL PAGE
Gold Sponsor	1 SESSION	3	•		•	•	•	HALF PAGE	•	HALF PAGE
Silver Sponsor	1 SESSION	2	•		•	•			•	1/3 PAGE
Bronze Sponsor		2	•		•	•		•		1/3 PAGE
Industry Supporter		1	•		•	•			•	
Welcome Reception	•	10	•	•					•	
Networking Drinks	•	10	•	•					•	
Gala Awards Dinner	•	1 table	•	•					•	
Keynote Speakers	SPEAKER	1	•	•	•	•			•	
Stream Sponsor	STREAM		•	•	•				•	
Field Trip	FIELD TRIP	1 FIELD TRIP	•		•		•		•	
Conference Bag	BAG		•		•		•		•	
Lanyard	LANYARD		•		•		•		•	
Reusable water bottles	BOTTLES		•		•		•		•	
WiFi	WiFi		•		•		•		•	
Conference App	APP		•		•		•		•	
Charging Station	CHARGING STATION		•		•		•		•	
Coffee Cart	COFFEE		•		•		•		•	



EMERGING PLANNERS CONGRESS

The New Zealand Planning Institute is calling for Sponsorship Support for the 2021 Emerging Planners Congress.

This distinguished event brings together our emerging planners, students and associated professionals in a single day event within the NZPI Conference. It provides opportunities for those in their first five years in the planning profession to connect, foster relationships, learn and be inspired.

During the congress emerging planners will get to hear new ideas, participate in critical thinking and meaningful discussion.

The 2021 Emerging Planners' Congress shares the 'Values, Voices, Vision' theme with the NZPI Conference and the Papa Pounamu Hui. It will bring together a diversity of topics spanning regional to district planning issues, central and local government mandates, iwi, industry and the private sector to foster closer collaboration around complex resource management issues and desired solutions.

The interwoven and purposeful way in which planners and the community have helped to shape the region's natural and built environment will be a key theme of discussion during the congress.

The beautiful city of Whakatū/Nelson, surrounded by the dramatic landscape of Abel Tasman Park, offers an exciting location from which emerging planners can reflect on the historical, understand the current, and address future planning issues.



The Emerging Planners congress will survey the challenges facing young planners as they build their careers in a world preoccupied with concerns around governance, resource management, population growth and climate change.



SPONSORSHIP OPTIONS

Please make your selection from the current options listed below. We are happy to negotiate with you on the details of any of the packages to accommodate your specific preferences.

SPONSOR	VALUE	QTY	BENEFITS
Gold	\$2,000	1	<ul style="list-style-type: none"> • Business logo in: <ul style="list-style-type: none"> - Conference guide - EP Congress website with direct link to your website - Promotion via all social media platforms • Company banner/flag (must be provided) • Company brochure/promotional material (must be provided) • Opportunity to open the Congress • Acknowledgement during the programme
Silver	\$1,000	2	<ul style="list-style-type: none"> • Business logo in conference guide • Naming rights to all meal times – morning tea, lunch, afternoon tea • Company banner/flag (must be provided) • Company brochure/promotional material (must be provided) • Acknowledgement during the programme
Bronze	\$500	Unlimited	<ul style="list-style-type: none"> • Business logo in: <ul style="list-style-type: none"> - Conference guide - EP Congress website with direct link to your website - Promotion via all social media platforms • Acknowledgement during the programme
MC/Speaker Sponsor	\$1,500	1	<ul style="list-style-type: none"> • Business logo in: <ul style="list-style-type: none"> - Conference guide - EP Congress website with direct link to your website - Promotion via all social media platforms • Acknowledgement during the programme
Social Event Sponsor	\$1,500	1	<ul style="list-style-type: none"> • Business logo in: <ul style="list-style-type: none"> - Conference guide - Banner at social event • Acknowledgement at social event • Short speaking opportunity
University Sponsor	Negotiable	3	<ul style="list-style-type: none"> • University logo in: <ul style="list-style-type: none"> - Conference guide - EP Congress website with direct link to your website • Direct marketing of NZPI-affiliated degrees offered by the University • Potential registration discount for students of the institution
Donation/or in-kind	Negotiable	Unlimited	<ul style="list-style-type: none"> • Business logo in: <ul style="list-style-type: none"> - Conference guide - EP Congress website with direct link to your website - Promotion via all social media platforms

PAPA POUNAMU

Bringing together different perspectives for a bigger picture.

The 2021 Papa Pounamu Hui will explore current and emerging issues and exciting projects happening in Nelson. We will explore a future where Māori and local authorities work together on environmental issues and opportunities to benefit the people and environment.

The Papa Pounamu Hui is a single-day event within the NZPI annual conference, and aims to encourage critical thinking and stimulate discussion on planning issues and opportunities unique to iwi, hapū and whānau Māori.

Papa Pounamu will showcase regional and national issues of particular interest to Māori practitioners including:

- Customary Marine Title applications
- Use of RMA (or not) to protect wāhi tapu
- Papakāinga
- Post-settlement iwi development issues
- Iwi management plans
- Iwi-Council collaboration

Papa Pounamu is a technical interest group which aligns with the Special Interest Groups within the New Zealand Planning Institute. The group focuses on the role of Māori people in the New Zealand planning framework, and the integration of Māori perspectives



Papa Pounamu invites sponsors to support the advancement of Māori planning practice in Aotearoa.

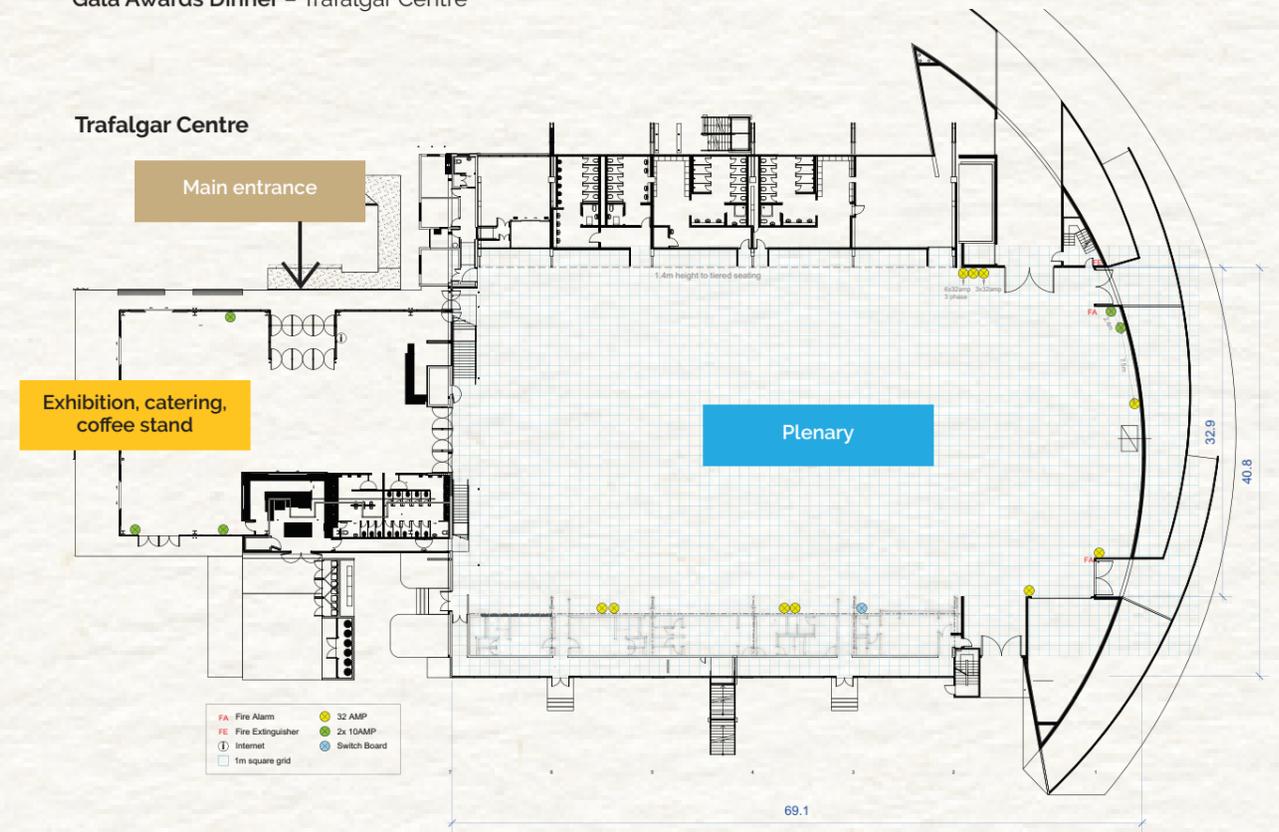
There is a range of sponsorship opportunities available for the 2021 Papa Pounamu Hui. Please contact NZPI for further information.



CONFERENCE VENUES

The main conference venue, the Trafalgar Centre, is one of Nelson's largest and most versatile venues, and is just a 10-minute stroll to the vibrant city centre and a 20-minute ocean drive from the airport.

- Plenary and Exhibition – Trafalgar Centre
- Breakout Sessions – Rutherford Hotel
- Welcome Function – Founders Heritage Park
- Gala Awards Dinner – Trafalgar Centre



From visibility to credibility, exhibiting at the conference is a powerful platform to showcase your brand to a wide range of planning professionals



Please contact us for the
NEXT STEPS

We invite you to consider the sponsorship & exhibition packages available at the 2021 conference in Nelson

Being a sponsor at the largest planning event to be held in Whakatū/Nelson will maximise your brand awareness and increase your credibility with the decision makers within planning. If you have stories, new technology, projects or practices to share with industry professionals throughout New Zealand, then this is your opportunity to leverage this gathering in a showcase of the latest in best practice and planning expertise.

Sponsorship packages can be tailored to suit your specific business needs.

PLEASE CONTACT:

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ABOUT NZPI

NZPI is the voice of planning in New Zealand. It is the professional organisation representing this country's planners, resource managers, urban designers, and environmental practitioners. Planners have a critical role in shaping New Zealand's future by helping to develop solutions to key issues such as population growth, infrastructure needs, pressure on natural resources and environments, demographic change and transport.



We look forward to welcoming you to the 2021 NZPI National Planning Conference

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