

# NZRIA **Sponsorship Proposal** **2011**

# Top 5 benefits

# 1



**Full page  
colour advertorial  
in the NZRIA  
2011 Who's Who  
in Retail Fitout  
Directory**

6,000 + circulation  
in the March 2011  
NZ Retail Magazine

# 2



**Your company  
featured in  
industry e-magazine  
'Shelflife'**

Minimum 4 issues!  
Opportunity to promote  
your brand, products  
and services direct to  
members and industry

# 3



**Your company  
brand featured  
throughout the  
NZRIA and Red Award  
websites**

Gives your company brand  
maximum exposure

# 4



**Your company brand  
used in all  
print and media  
advertising for  
the Association**

Consistent brand  
message to our members  
and industry

# 5



**RED Awards –  
New Zealand's Premier  
Retail Design Awards**

To celebrate the 10th  
anniversary of the  
Retail Design Awards in  
June 2011, a brand new  
RED Awards website and  
online entry system is  
launching in January 2011

# Sponsor benefits

The New Zealand Retail Interior Association offers one of the best value Sponsorships of its kind with significant benefits.

# \$8,000<sup>+GST</sup>

01/01/11 – 31/12/11

As a sponsor of the New Zealand Retail Interior Association for the period 01/01/11 to 31/12/11 your company will receive the following benefits:

- Recognition as an official sponsor of the RED Awards AND the New Zealand Retail Interior Association.
- Company logo to appear in the "RED Awards" and on the RED Awards website.
- The right to use the NZRIA and RED Awards "Sponsors' Logo".
- Visual recognition within the RED Awards evening presentation.
- Official recognition in the form of a Sponsors Award at the RED Awards.
- Opportunity to participate within the RED Awards ceremony and provide gift packs for guests.
- Company logo to appear in **all** advertising and communication promoting the RED Awards and the New Zealand Retail Interior Association.
- Company logo, profile and branch details to appear on the Association's website, [www.nzria.co.nz](http://www.nzria.co.nz).
- Guarantee that the company will be the only one in its industry sector as a sponsor.
- **Full page** colour advertorial in the upcoming 2011 Who's Who in Retail fitout directory This will be circulated with the March 2011 Issue of NZ Retail magazine to all subscribers both nationally and internationally – circulation 6000 +.
- Company logo to appear in the NZRIA newsletter "Shelflife" (electronically published quarterly).
- Priority placements of submitted articles in "Shelflife" industry newsletter.
- Right to use the NZ Retail Interior Association membership database for the term of sponsorship.
- Full membership of the NZ Retail Interior Association for the period of sponsorship.
- First right of refusal of sponsorship for the 2011 year or the opportunity to contract for a three-year period for a 10% discount.

Good  
for you,  
good  
for all.

# Objective:

**To foster a mutually beneficial relationship between members of the New Zealand Retail Interior Association and the sponsor company by way of a 12-month sponsorship of the Association.**

The NZRIA provides a unique forum for exchanging ideas and providing information for Shopfitters, suppliers and designers. No other organisation focuses specifically on the retail interiors industry.

The retail interiors industry generates millions of dollars annually, uses millions of dollars worth of lighting, board, fixtures, timber, paint, flooring and other products and employs thousands of people in its fitouts.

Sponsorship from your company will help the organisation to build a stronger industry, which benefits craftspeople, suppliers, designers and clients alike. In turn it provides a platform for your company to reach key audiences (Shopfitters, Specifiers, Architects, Designers, and customers) assisting the company to maintain a positive profile and augment sales in the retail area.

Once again, this year the NZRIA will align itself closely with the design community by opening the RED Awards beyond the bounds of just association members, inviting all Shopfitters, Architects, Designers and Retailers to enter. Each year prior to the RED Awards, the association puts together a comprehensive promotional campaign pitched at the shopfitting and design industries.

We seek to spread our messages more widely to an even broader audience than in the past. In doing so, we feel certain we will make a strong impact on the market. And as a sponsor, your message too will be much stronger.

**Sponsorship of the New Zealand Retail Interior Association represents great value and provides maximum exposure within this progressive and influential industry for your company.**



- DESIGN
- SHOPFITTING
- SUPPLY

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