



2025 IoD Leadership Conference

SPONSORSHIP PROSPECTUS



About the conference

The IoD's Annual Leadership Conference is New Zealand's premier governance event. It attracts one of the largest audiences of New Zealand directors and business leaders for two days packed with thought-provoking content, inspiring discussions and the opportunity to build networks within the governance community.

We look forward to connecting you to our members who come to hear about the perspectives, topics and ideas that should be on the radar of every director. Our programme for 2025 will bring together a line-up of outstanding international and national speakers who will address some of the most relevant and topical issues in governance and leadership today.

This sponsorship prospectus provides a range of options as a starting guide for conversation. We also welcome the opportunity to provide a customised package to suit your business objectives alongside IoD's conference goals.

Venue: Viaduct Events Centre, Tāmaki Makarau Auckland

Dates: 18 and 19 September 2025

Contact the [IoD conference team](#) today to discuss your involvement.



Our audience

The IoD conference provides a unique opportunity for networking with an audience looking to make positive, empowering transformations in their organisations and wider communities.

The 2024 conference resulted in:



703 in-person delegates



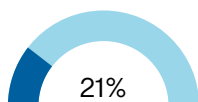
45 speakers across two days



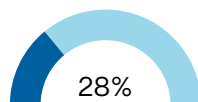
69 online attendees



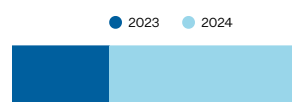
8 sponsors supporting conference



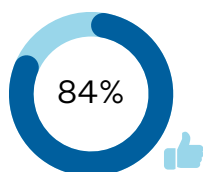
21%
of IoD's Leading Directors attended conference



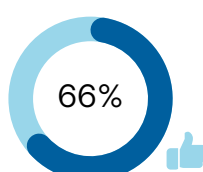
28%
of in-person registrations came from Chartered Members



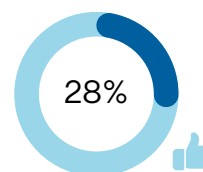
Non-member in-person attendance increased 6% from 2023 (18% total)



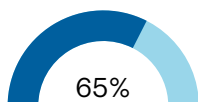
84%
in-person delegates were either satisfied or very satisfied



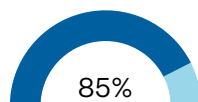
66%
of respondents rated the conference organisation as excellent



28%
of respondents rated the conference organisation as very good



65%
of delegates rated the relevancy of session topics to their director roles as either excellent or very good



85%
of delegates rated the opportunity to network as either excellent or very good



2025 sponsorship opportunities

Sponsorship opportunity	Available	Logo on conference website and app	Logo on digital signage on site	Logo on speaker/session profile	Personalised LinkedIn posts	Complimentary in-person registrations	Complimentary online registrations
Keynote sponsor	8 5	✓	✓	✓	✓	3	3
Breakout sponsor	6 5	✓	✓	✓	✓	2	2
Fast Fact sponsor	4 3	✓	✓	✓	✓	1	
Networking function sponsor	1	✓	✓	✓	✓	2	2
Dinner sponsor	1	✓	✓		✓	2	2
Exhibition space	8 5	✓	✓		✓	3 reps on stand	
Catering sponsor – day one	1	✓	✓		✓	1	1
Catering sponsor – day two	1	✓	✓		✓	1	1
Coffee carts	SOLD	✓	✓			1	1
Not for profit sponsor	3	✓	✓				
Lanyard sponsor	SOLD	✓	✓				
Media partner	1	✓	✓				
Destination partner	1	✓	✓				

Keynote sponsor

Availability: 5



Keynote or main plenary panel session sponsor

Availability: 5



Sponsorship inclusions

Sponsorship of main plenary speaker or session, including acknowledgement by the MC in the introduction of the speaker/s and company logo displayed on screen. Speaker will be assigned in consultation with the keynote/main plenary panel session Sponsor.

Brand:

- Logo inclusion on conference marketing emails
- Logo onscreen in the main plenary at the conference
- Logo inclusion on digital signage on site at the Viaduct Events Centre
- Logo appearance on the conference website (within the sponsor section) with link to company website
- Appearance in the sponsors section of the IoD conference app, with opportunities to include any promotional material and your website
- One (1) social post introducing your company as a Keynote sponsor, as well as inclusion in one (1) social post thanking all our sponsors post event.

Conference registrations:

- Three (3) complimentary full registrations to both days of the conference
- Three (3) complimentary full registrations for the virtual conference experience
- Access to additional discounted conference in-person and online registration rates.

Other:

- Attendance for one (1) representative at the IoD welcome dinner for sponsors, speakers, leading directors, board and council members, plus the IoD Executive team the evening before conference
- Access to conference delegate list including names and organisations only.

Breakout sponsor

Availability: 5



20
—
25



LEADERSHIP
CONFERENCE

Breakout sponsor

Availability: 6



Sponsorship inclusions

Sponsorship of 1 (one) breakout session, including acknowledgement by the MC or facilitator in the introduction of the session and company logo displayed on screen. Breakout session will be assigned in consultation with the sponsor.

Brand

- Logo inclusion on conference marketing emails
- Logo onscreen at the conference
- Logo inclusion on digital signage on site at the Viaduct Events Centre
- Logo appearance on the conference website (within the sponsor section) with link to company website
- Appearance in the sponsors section of the IoD conference app, with opportunities to include any promotional material and your website
- One (1) social post introducing your company as a Session sponsor, as well as inclusion in one (1) social post thanking all our sponsors post event.

Conference registrations:

- Two (2) complimentary full registrations to both days of the conference
- Two (2) complimentary full registrations for the virtual conference experience
- Access to additional discounted conference in-person and online registration rates.

Other:

- Attendance for one (1) representative at the IoD welcome dinner for sponsors, speakers, leading directors, board and council members, plus the IoD Executive team the evening before conference
- Access to conference delegate list including names and organisations only for sponsored session.

Fast Fact sponsor

Availability: 3



20

25



LEADERSHIP
CONFERENCE

Fast Fact sponsor

Availability: 4



Sponsorship inclusions

Sponsorship of 1 (one) fast fact session, including acknowledgement by the MC or facilitator in the introduction of the session and company logo displayed on screen. Fast fact session will be assigned in consultation with the sponsor.

Brand:

- Logo inclusion on conference marketing emails and social media
- Logo onscreen in the main plenary at the conference as part of session introduction
- Logo inclusion on digital signage on site at the Viaduct Events Centre
- Logo appearance on the conference website (within the sponsor section) with link to company website
- Appearance in the sponsors section of the IoD conference app, linking any promotional material and your website
- One (1) social post introducing as a Fast Fact sponsor, as well as inclusion in one (1) social post thanking all our sponsors post event.

Conference registration:

- One (1) complimentary full registration to both days of the conference
- Access to additional discounted conference in-person and online registration rates.

Networking function sponsor

Availability: 1



Networking function sponsor

Availability: 1



Sponsorship inclusions

The networking function is the first opportunity within the conference programme for attendees to meet and gather, prior to the day one of the event. This function is usually two hours in length and has strong engagement as attendees arrive into Auckland and pre-register on Wednesday evening. Light food and beverages are provided in a stand-up format, with the opportunity for attendees, speakers, staff and sponsors to mix and mingle.

Brand:

- Named sponsor of the welcome function on Wednesday 17 September
- Logo inclusion on conference marketing emails and social media
- Logo on any electronic signage within the networking function space
- Logo appearance on the conference website (within the sponsor section) with link to company website
- Appearance in the sponsors section of the IoD conference app, linking any promotional material and your website
- One (1) social post introducing your company as the function sponsor, as well as inclusion in one (1) social post thanking all our sponsors post event
- Opportunity to provide attendees a special offer, to be released via the conference app only

Conference registrations:

- Two (2) complimentary full registrations to both days of the conference
- Two (2) complimentary full registrations for the virtual conference experience
- Up to five (5) staff (over and above your complimentary full conference registrations) to attend the welcome and networking event only.



Networking function sponsor

Availability: 1



Other:

- Attendance for one (1) representative at the IoD welcome dinner for sponsors, speakers, leading directors, board and council members, plus the IoD Executive team the evening before conference
- Access to conference delegate list including names and organisations only
- Opportunity to have a conference exhibition space to set up a stand or sponsor activation at a discounted rate. (AV and furniture hireage are additional).

Conference dinner sponsor

Availability: 1



LEADERSHIP
CONFERENCE

Conference dinner sponsor

Availability: 1



Sponsorship inclusions

The conference dinner is a networking opportunity for both attendees, speakers and sponsors as part of the broader conference programme. The dinner is usually 3.5 - 4 hours in length and includes canapes and a full plated three course dinner with beverages. Conference attendees appreciate and enjoy networking with other guests and this is the premium opportunity within the programme to do so.

Brand:

- Named sponsor for the conference dinner on Thursday 18 September
- Logo inclusion on conference marketing emails and social media
- Logo onscreen in the main plenary during dinner proceedings and any supporting electronic signage
- Logo appearance on the conference website (within the sponsor section) with link to company website
- Appearance in the sponsors section of the IoD conference app, linking any promotional material and your website
- One (1) social post introducing your company as the conference dinner sponsor, as well as inclusion in one (1) social post thanking all our sponsors post event.

Conference registrations:

- Two (2) complimentary full registrations to both days of the conference
- Two (2) complimentary full registrations for the virtual conference experience
- One (1) reserved table of 10 at the conference dinner to host any registered staff or guests
- Access to additional discounted conference in-person and online registration rates
- Access to additional conference dinner tickets at a discounted rate.



Conference dinner sponsor

Availability: 1



Other:

- Attendance for one (1) representative at the loD welcome dinner for sponsors, speakers, leading directors, board and council members, plus the loD Executive team the evening before conference
- Access to conference delegate list including names and organisations only
- Opportunity to have a conference exhibition space to set up a stand or sponsor activation at a discounted rate. (AV and furniture hireage are additional).

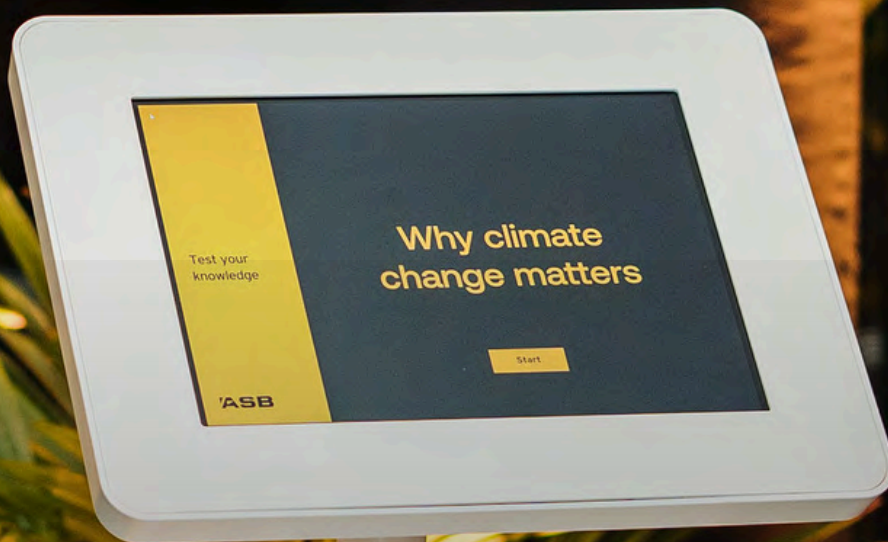
Why climate
change matters

Exhibition space sponsor

Availability: 5

Leaderboard

- | | | |
|---|-------------|-----|
| 1 | Mary Obele | 354 |
| 2 | Franky Wang | 154 |
| 3 | | |
| 4 | | |
| 5 | | |



20

25



LEADERSHIP
CONFERENCE

Exhibition space sponsor

Availability: 5



Sponsorship inclusions

The exhibition space is a key part of the conference, where attendees often meet and gather during break times. Interspersed with catering options, this provides sponsors the opportunity to meet with attendees in an interactive format. In prior years, strong engagement is usually fostered through opportunities that are interesting or unique to our audience.

Brand:

- Logo inclusion on conference marketing emails
- Logo inclusion on digital signage on site at the Viaduct Events Centre
- Logo appearance on the conference website (within the sponsor section) with link to company website
- Appearance in the sponsors section of the IoD conference app, linking any promotional material and your website
- One (1) social post introducing your company as an Exhibitor sponsor, as well as inclusion in one (1) social post thanking all our sponsors post event
- Opportunity to provide attendees a special offer, to be released via the conference app only
- Allocated area in the conference exhibition space to set up a stand or sponsor activation. (AV and furniture hireage are additional).

Other:

- Attendance for up to three (3) representatives to be based at your exhibition for the duration of conference
- Access to discounted conference in-person and online registration rates.

Catering sponsor

Availability: 2



Catering sponsor

Availability: 2



Two packages available:

- Thursday 18 September: morning tea, lunch and afternoon tea
- Friday 19 September: morning tea and lunch

Sponsorship inclusions

Brand:

- Logo on any electronic signage within the catering function spaces
- Opportunity to show signage within the catering function areas
- Logo inclusion on conference marketing emails
- Logo appearance on the conference website (within the sponsor section) with link to company website
- Appearance in the sponsors section of the IoD conference app, linking any promotional material and your website
- Opportunity to provide attendees a special offer, to be released via the conference app only
- Inclusion in one (1) social post thanking all our sponsors post event.

Conference registrations:

- One (1) complimentary full registration to both days of the conference
- One (1) complimentary full registration for the virtual conference experience.

Other:

- Access to discounted conference in-person and online registration rates
- Opportunity to have a conference exhibition space to set up a stand or sponsor activation at a discounted rate. (AV and furniture hireage are additional).

Coffee cart sponsor

Availability: SOLD



Coffee cart sponsor

Availability: 1



Sponsorship inclusions

Brand:

- Logo on any electronic signage within the catering function spaces
- Opportunity to brand the frontage of the coffee carts (at sponsor's expense)
- Logo inclusion on conference marketing emails
- Logo appearance on the conference website (within the sponsor section) with link to company website
- Appearance in the sponsors section of the IoD conference app, linking any promotional material and your website
- Inclusion in one (1) social post thanking all our sponsors post event.

Conference registrations:

- One (1) complimentary full registration to both days of the conference
- One (1) complimentary full registration for the virtual conference experience.

Our caterers will provide reusable coffee cups for the duration of the conference.

Not-for-profit sponsor

Availability: 3



Not-for-profit sponsor for new to governance directors

Availability: 3



IoD acknowledges that accessing governance education can be a challenge for directors of not-for-profit organisations. This conference sponsorship would support opportunities for directors embarking on a governance career who would benefit from attending this event. This is a rewarding opportunity to demonstrate your organisation's values and purpose.

As the not-for-profit sponsor, you will be supporting two directors (one each from the North and South Island), covering their conference registration and two nights' accommodation.

As a supporter, you will:

- Contribute to valuable governance learning through the IoD leadership conference
- Become part of transformative and meaningful change, growth, and development
- Provide individuals, driven by a strong sense of purpose and a desire to make a difference within their communities.

Directors will be selected through a nomination process. Applicants are shortlisted and a selection panel including the IoD's General Manager Brand, Strategy and Engagement, a representative from the sponsor organisation and an independent IoD member choose the final awardees.

Lanyard sponsor

Availability: SOLD

20

25



LEADERSHIP
CONFERENCE

Lanyard sponsor

Availability: SOLD



Sponsorship inclusions

Brand:

- Logo inclusion on the conference lanyard in conjunction with the loD logo
- Logo inclusion on digital signage on site at the Viaduct Events Centre
- Logo inclusion on relevant conference marketing emails
- Logo appearance on the conference website (within the sponsor section) with link to company website
- Appearance in the sponsors section of the loD conference app, linking any promotional material and your website
- Inclusion in one (1) social post thanking all our sponsors post event
- Opportunity to provide attendees a special offer, to be released via the conference app only
- Opportunity to have a conference exhibition space to set up a stand or sponsor activation at a discounted rate. (AV and furniture hireage are additional).

Other:

- Access to discounted conference in-person and online registration rates.

Contact the IoD Conference team today
to discuss your involvement.



Photo credit: Smoke Photo and Video

