

## Sponsorship prospectus 2024

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## About NZ Tech Rally

### Mission

Provide inclusive spaces for the NZ software community to celebrate, connect, and grow together.

NZ Tech Rally wants to see the NZ software engineering community be inspired by how other local companies and engineers are thriving. We are keen to hear Kiwis share how they address different engineering concerns in the NZ context and feel empowered to try those solutions out at their organisations.

NZ Tech Rally does this by

- Showcasing NZ ingenuity in software

- Providing opportunities for community members to grow their network and their impact
- Creating safe, inclusive, accessible and diverse educational content
- Sharing Kiwi adaptation of good software practices and emerging technologies

## Values

- **NZ software community-focused**

We're here for the NZ software community.

We believe in Kiwi ingenuity and how supportive we can be for one another. So, we'll focus on rallying and strengthening our community to create a vibrant software sector!

- **Inclusive**

We want to see a more diverse representation of software engineers in New Zealand. We do this through curation of voices from different abilities, career progression, life stages, sexual orientation, and ethnic groups.

We long for welcoming and safe spaces for the community to gather, in an accessible and affordable way.

- **Operate with integrity**

We believe in saying what's on our minds and sticking to our principles while serving our community.

- **Pragmatic**

Ideals and theories are great. But it can only be as good as the execution. We are all about applicable solutions and relevant content that are well-adapted for our NZ software community.

## Numbers from our previous years

Estimated attendee stats from our previous events.

### [NZTestingConf 2022](#)

- 232 attendees from 4 regions of NZ and Australia
- 54 organisations represented as an attendee

- 73% of attendees are in individual contributor roles (E.g. tester, test engineer, developer, software engineer, etc.)
- 42.67% of attendees are women
- 47% of speakers and panellists identify as a woman
- 53% of speakers and panellists are from NZ tech's racial minority groups
- 31% of organisations across NZ sent 6+ employees to the conference

## NZ Tech Rally 2023

- 275 attendees from 4 regions of NZ and Australia
- 60 organisations represented as an attendee
- 63.77% of attendees are individual software contributors
- 31.52% of attendees are women
- 41% of speakers and panellists identify as a woman
- 37.5% of speakers and panellists are from NZ tech's racial minority groups
- 20% of organisations across NZ sent 6+ employees to the conference

## Previous sponsors

- Applitools
- Assurity
- Datacom
- Epi-Interactive
- Fergus
- Forsyth Barr
- Planit (was QualIT)
- Runn
- Xero

## 2024 events calendar

### NZTestingConf 2024

A single-day, single-track conference for software quality enthusiasts in NZ.

NZTestingConf provides content for designers, developers, testers, or anyone passionate about quality. We want to encourage people to look beyond their current testing approaches and keep up to date with more trends in testing.

## **Thursday 27th June**

250-300 attendees

Victoria University of Wellington, Pipitea Campus, Wellington

## **NZ Tech Rally 2024**

The highlight of our annual calendar — our flagship event — which unites diverse facets of software engineering and product development in a single-day conference.

## **Friday 22nd November**

600-630 attendees

Tākina Wellington Convention and Exhibition Centre, Wellington

## **Conference goals for 2024**

- Both conferences will centre around dedicated themes. This allows us to deliver more nuanced content that holistically explores a topic
- Increase number of attendees for each event
- At least 50% of speakers are women and individuals from minority backgrounds in NZ tech
- Compensate all speakers and panellists. We want to start recognising the effort people invest in preparing and delivering their content to the community.
- Increase accessibility of our content (e.g. professional live and/or closed caption, NZ Sign Language, etc.)

## Sponsorship packages 2024

Sponsorship is the primary source of funding for our organisation. It allows affordable registration fees to encourage broad community participation.

Additionally, it enables us to provide a greater variety of free and accessible content to foster our NZ software community.

### Annual partnership

By becoming our annual partner, you're funding both of our conferences in 2024: **NZTestingConf 2024 & NZ Tech Rally 2024**.

Here's a comparison between the Annual partnership package and the Platinum – the highest tier – package to fund only one of our conferences.

Please note that **single-event benefits only apply to activities and timeframes related to the event you choose to sponsor**. For example, complimentary tickets for NZTestingConf 2024 sponsors can only be used at NZTestingConf 2024; exclusive promotions will only happen close to NZTestingConf 2024, etc.

| Sponsorship level  | Annual partner<br>(2 conferences) | Single conference<br>Platinum |
|--|-----------------------------------|-------------------------------|
| Cost   | \$ 8,000 +GST                     | \$ 6,000 +GST                 |
| Maximum number of sponsors allowed per sponsorship level   | 3                                 | 2                             |
| Complimentary attendee tickets   | 8 <sup>1</sup>                    | 5                             |
| Promotion on content by NZ Tech Rally throughout the year (e.g. Youtube, meetups, etc.). Promotion may be verbal and/or written. | ✓                                 | ✗                             |

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<sup>1</sup> These tickets can be used at both NZTestingConf 2024 and NZ Tech Rally 2024. Sponsors can decide how many tickets to use on each event at their discretion.

| Sponsorship level  | Annual partner<br>(2 conferences) | Single conference<br>Platinum |
|--|-----------------------------------|-------------------------------|
| Booth space  | ✓                                 | ✓                             |
| Number of people allowed at booth <sup>2</sup>   | 2 per event                       | 2                             |
| Exclusive social media appreciation posts  | ✓                                 | ✓                             |
| Pull-up banner allowed on stage  | ✓                                 | ✓                             |
| Give away swag and materials <sup>3</sup> to attendees   | ✓                                 | ✓                             |
| Appreciations on conference's social platforms such as <a href="#">LinkedIn</a> and newsletter | ✓                                 | ✓                             |
| Brand logo display <sup>4</sup> on conference page   | ✓                                 | ✓                             |
| Brand logo on physical conference banners  | ✓                                 | ✓                             |
| Brand logo display on conference slides <sup>5</sup>   | ✓                                 | ✓                             |
| Visual and verbal recognition by MC at opening & closing of the conference                     | ✓                                 | ✓                             |

<sup>2</sup> Booth staff will be given dedicated tickets

<sup>3</sup> Swag needs to be approved by NZ Tech Rally Ltd in writing

<sup>4</sup> 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.

<sup>5</sup> Opening remarks, break times, closing remarks

## Single conference sponsorship packages

If you opt not to select our Annual Partner's package, you still have the option to sponsor either one, or both of our 2024 conferences:

### NZTestingConf 2024

The conference for anyone passionate about quality.

### NZ Tech Rally 2024

Our flagship software engineering conference for the whole team.

| Single conference sponsorship level  | Platinum      | Gold          | Silver        |
|--|---------------|---------------|---------------|
| Cost   | \$ 6,000 +GST | \$ 4,000 +GST | \$ 2,000 +GST |
| Maximum number of sponsors allowed per sponsorship level   | 2             | 3             | 10            |
| Exclusive social media appreciation posts  | ✓             | ✗             | ✗             |
| Pull-up banner allowed on stage  | ✓             | ✗             | ✗             |
| Complimentary attendee tickets   | 5             | 2             | 0             |
| Booth space  | ✓             | ✓             | ✗             |
| Number of people allowed at booth <sup>6</sup>   | 2             | 2             | 0             |
| Give away swag and materials <sup>7</sup> to attendees   | ✓             | ✓             | ✗             |
| Appreciations on the conference's social platforms such as <a href="#">LinkedIn</a> and newsletter | ✓             | ✓             | ✓             |

<sup>6</sup> Booth staff will be given dedicated tickets

<sup>7</sup> Swag needs to be approved by NZ Tech Rally in writing

| Single conference sponsorship level                      | Platinum | Gold | Silver |
|--|----------|------|--------|
| Brand logo display <sup>8</sup> on the website           | ✓        | ✓    | ✓      |
| Brand logo on physical conference banners                | ✓        | ✓    | ✓      |
| Brand logo display on conference slides <sup>9</sup>     | ✓        | ✓    | ✓      |
| 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 events hosted by NZ Tech Rally Ltd.

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

## Next steps

Email our sponsor liaison, [Camy Bhandari](#), via [sponsor@nztechrally.nz](mailto:sponsor@nztechrally.nz) with your plans to support our community-building activities.

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<sup>8</sup> 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.

<sup>9</sup> Opening remarks, break times, closing remarks