



# Sponsorship Prospectus

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37th Annual ILANZ Conference  
Auckland | 7–9 May 2025

*Partner with us to connect,  
support and lead the in-house  
legal community*

## ILANZ Profile

ILANZ was established in 1987 to meet the needs of in-house private sector, government and not for profit sector lawyers ("in-house lawyers") for national representation and networking. The establishment of ILANZ recognised the distinct interests and needs shared by lawyers providing professional services to their employers.

The number of lawyers practising in-house is growing with 29% of all practising lawyers now undertaking in-house roles.

Our core objective is to connect, lead and support the in-house profession. We seek to always be member focused, collaborative, quality driven and innovative.

ILANZ offers a variety of professional development and networking opportunities throughout the year both in the main centres and increasingly in regional areas. ILANZ also produces a monthly e-newsletter, provides members with ongoing information on items of interest and runs a website with articles and resources for in-house lawyers ([ilanz.org](http://ilanz.org)).

Our flagship annual conference provides the opportunity for our members to gather together for two days of professional development, networking and collegial support. Each year we challenge ourselves to innovate and evolve whilst retaining the strengths of a conference rated consistently highly by participants.

## Who we are

Membership typically comprises of lawyers working for private and publicly listed companies, central government, local government, quasi-government bodies and regulatory agencies.

### Conference Delegates

Conference delegates cover a board range of roles including:

- General and Legal Counsel from the largest publicly listed and private companies in New Zealand
- Chief Legal Advisers and Legal Counsel from central and local government and Crown legal departments and Crown entities
- Compliance & legal managers
- Crown counsel
- Corporate services directors
- Academics
- Private law firm partners and senior associates
- Barristers
- Management and HR Consultants

**Our core objective is to connect, lead and support the in-house profession.**

**We seek always to be member-focused, collaborative, quality driven and innovative.**

# 37th Annual ILANZ Conference

*For the first time, the 37th Annual ILANZ Conference will be held Auckland on Wednesday 7 May to Friday 9 May 2025, at the Viaduct Events Centre.*

From small beginnings over thirty years ago, the conference has grown to be a major event in the in-house community's calendar, attracting more than 400 delegates.

Designed by in-house lawyers, for in-house lawyers, we aim to bring our members together and inspire professional and personal development by exploring a wide range of relevant issues – from big picture thinking to practical takeaways, legal to practice management, and soft skills to wellbeing. It provides an excellent opportunity to undertake targeted profession development toward members' annual CPD requirements.

We also endeavour to provide significant networking opportunities during the conference as many in-house lawyers work in small teams

or are sole practitioners. It's also a great time to catch up with old friends and ex-colleagues, exchanging knowledge and spending time discussing the conference experience.

The conference has three networking functions – a welcome function to open the conference, a social event on the middle evening and it concludes with celebrating outstanding practitioners in the in-house community at our Awards Dinner.

All conference registrations include attendance at the Welcome Function, Social Function and the Awards Dinner.

## Destination and venue

Viaduct Events Centre, located on Auckland's vibrant waterfront, is a premium venue and takes pride of place in Auckland's reinvigorated Wynyard Quarter.

It is within walking distance of a wide range of accommodation providers and is just a few minutes' walk from the city centre. Restaurants, cafes and public spaces in the area have combined to create a stunning waterfront walk enjoyed by both locals and visitors.

Auckland city is surrounded by 48 volcanoes and numerous picturesque islands. This harbourside location is known as the "City of Sails" because of the great number of yachts that sail in the harbours and the adjoining Hauraki Gulf.

## Conference highlights

- Professional development covering:
  - Leadership and management
  - Innovation
  - Legal operations
  - Effective teams
  - Wellbeing for individuals, teams and organisations
  - Litigation and prosecution
- Networking opportunities including:
  - Welcome function
  - Informal cocktail function
  - Awards Dinner
  - Morning tea, lunch and afternoon tea

## Conference sponsorship

Conference sponsorship is an opportunity for your organisation to gain exposure and raise its profile within the in-house legal profession in New Zealand. Nearly 5,000 in-house lawyers will receive conference marketing materials and communications. Other delegates are from large private practice firms, legal service providers, consultants and barristers' chambers, representing the rest of the profession at a senior level.

There are a range of sponsorship opportunities outlined in the following pages. We are happy to discuss tailored or bundled options with you. Please contact ILANZ to discuss your requirements.

All prices are in New Zealand dollars and are exclusive of GST, which will be applied at 15%.



# Sponsorship opportunities

**Leading:** We offer a number of opportunities for organisations to partner with us to assist us in leading the development of the in-house profession.

## Premier partner

ONE AVAILABLE

**Total Investment – \$15,000 + GST**

~~Two~~ opportunities available

### Branding Benefits

- Your organisation will receive endorsement as a Premium Partner of the 37th Annual ILANZ Conference
- Opportunity to host a webinar or seminar pre or post conference (topic to be agreed upon)
- Promotion and acknowledgement as a Premium Partner via email including In-house Insider and conference emails sent to all ILANZ members and subscribers
- Your logo, name and details included on the ILANZ website and conference app
- Your organisation will be acknowledged as a Premium Partner on various conference publications and other marketing materials including social media e.g. pre-conference limelight, speaking topic and speaker names, post conference highlight and session action shot.
- Your logo will be included on the conference name tags given to all delegates
- Acknowledgement by the Master of Ceremonies as a Premium Partner at the opening of the conference
- Your logo on holding slides in the conference plenary and breakout rooms

### Conference & Speaking Benefits

Option of either:

- An Exhibitor Showcase opportunity including all Exhibitor benefits listed on page 12
- or
- An opportunity to deliver or have input into a conference breakout session (content to be approved by the ILANZ Manager)
- or if you would like to take on both benefits, please contact us.
- Two complimentary conference registrations including tickets to the social functions (included in organisation's maximum delegate limit)

### Additional Benefits

- Preferential selection of other conference sponsorship opportunities
- Access to Conference Organisers' expertise to assist you in activating your benefits and maximising your investment
- List of opt-in conference delegates (with name and organisation) prior to the conference to assist with your networking and marketing aims

## Conference partner

TWO SOLD

**Total Investment — \$10,000 + GST**

Limited opportunities available

### Branding Benefits

- Your organisation will receive endorsement as a Conference Partner of the ILANZ 37th Annual Conference
- Opportunity to host a webinar or seminar post-conference (topic to be agreed upon)
- Promotion via email including ILANZ In-house Insider and conference emails which are sent to all ILANZ members and subscribers
- Your logo, name and details included on the ILANZ website and conference app
- Your logo on various conference publications and other marketing materials including social media e.g. pre-conference limelight, post conference highlight, post conference webinar.
- Acknowledgement by the Master of Ceremonies as a Conference Partner at the opening of the conference
- Your logo on holding slides in the conference plenary and breakout rooms

### Conference & Speaking Benefits

- One complimentary conference registration including tickets to the social functions (included in organisation's maximum delegate limit)
- An Exhibitor Showcase opportunity including all Exhibitor benefits listed on page 12

### Additional Benefits

- Access to Conference Organisers' expertise to assist you in activating your benefits and maximising your investment
- List of opt-in conference delegates (with name and organisation) prior to the conference to assist with your networking and marketing aims

TWO SOLD

## Keynote speaker

**Total Investment — \$5,000 + GST**

Four opportunities available

### Branding Benefits

- Naming rights for a keynote speaker session e.g. (Session title and Speaker) sponsored by (your organisation)
- Opportunity to be acknowledged in all communications prior to conference as a keynote sponsor
- Your organisation will be acknowledged on various conference publications and other marketing materials including a social media pre-conference speaker announcement and a post conference highlight
- Logo, name and details included on the ILANZ website and conference app

- One complimentary conference registration including tickets to the social functions (included in organisation's maximum delegate limit)
- Opportunity to introduce your chosen keynote speaker

### Additional Benefits

- List of opt-in conference delegates (with name and organisation) prior to the conference to assist with your networking and marketing aims



**Connecting:** *The ILANZ Conference offers a number of opportunities for participants to network and spend time discussing, and reflecting on, their conference experience. Events are structured both to give participants the opportunity to meet with longstanding colleagues and friends and to broaden their networks and make new connections. There is the opportunity to sponsor a networking event or the conference app where delegates connect and share details.*

## Sponsor a networking event

### **SOLD** Wednesday Night Welcome Function

**Wednesday 7 May**

**Total Investment — \$5,000 + GST**

One opportunity available

First impressions are important and with just under half of our conference participants being first timers, the welcome function is a great opportunity to begin their positive conference experience. This event also provides the opportunity for seasoned conference goers to connect with newcomers and re-connect with familiar faces over a drink and nibbles.

#### **Conference and Branding Benefits**

- One complimentary conference registration including tickets to the social functions

(included in organisation's maximum delegate limit)

- Three complimentary tickets to the function
- Naming rights to the Welcome Function on 7 May endorsing your organisation as the exclusive sponsor
- A 2–3 minute speaking opportunity for an organisation representative at the function
- Your logo, name and details included on the ILANZ website and conference app
- Your organisation will be acknowledged on various conference publications and other marketing materials including social media e.g. announcement of sponsorship and post event highlight

### **Thursday Night Social Function**

**Thursday 8 May**

**Total Investment — \$10,000 + GST**

One opportunity available

This social function is the first major social event of the conference and a fantastic night of food, beverage and networking.

#### **Branding Benefits**

- Naming rights to the Social Function on 8 May endorsing your organisation as the exclusive sponsor
- Your logo, name and details included on the ILANZ website and conference app
- Your organisation will be acknowledged on various conference publications and other marketing materials including social media

e.g. announcement of sponsorship and post event highlight

- Acknowledgement by the Master of Ceremonies as the function sponsor
- Your logo displayed prominently at the function

#### **Additional Benefits**

- List of opt-in conference delegates (with name and organisation) prior to the conference to assist with your networking and marketing aims
- Access to Conference Organisers' expertise to assist you in activating your benefits and maximising your investment

#### Conference & Speaking Benefits

- One complimentary conference registration including tickets to the social functions (included in organisation's maximum delegate limit)
- A 2–3 minute speaking opportunity for an organisation representative at the function
- Three complimentary tickets to the function

#### Branding ideas

- Brand tables or stations with signage (own cost)
- Run an activity on the night with a prize – from a quiz to a raffle or a scavenger hunt.
- Display your company's QR code for lead generation

## **SOLD** Awards Dinner Sponsor

*Friday 9 May*

**Total Investment — \$15,000 + GST**

One opportunity available

Our conference concludes with a formal dinner and awards function. Held on Friday 9 May at the Viaduct Events Centre, the conference room will be transformed into an elegant and exciting venue for an evening of celebration, entertainment, dancing and excellent food and wine.

#### Branding Benefits

- Naming rights to the Awards Dinner on 9 May endorsing your organisation as the exclusive sponsor (other than Awards sponsors)
- Opportunity to host a webinar or seminar pre or post conference (topic to be agreed upon)
- Your logo, name and details included on the ILANZ website and conference app
- Acknowledgement by the Master of Ceremonies as the function sponsor
- Your logo displayed prominently at the function (AV, dinner menu)
- Your organisation highlighted across all ILANZ social media accounts – pre and post conference
- Your logo on all ILANZ Award winner interview profiles on our website

#### Conference & Speaking Benefits

- Two conference registrations including all social functions
- Eight complimentary tickets to the Awards Dinner
- A 2–3 minute speaking opportunity for an organisation representative at the function

#### Additional Benefits

- Preferential seating selection available
- Networking
- Access to Conference Organisers' expertise to assist you in activating your benefits and maximising your investment
- List of opt-in conference delegates (with name and organisation) prior to the conference to assist with your networking and marketing aims



**Supporting:** An area to encourage the importance of wellbeing, we will be providing our conference participants with a range of opportunities to benefit their physical and mental wellbeing and ensure they are well primed to make the most of their conference experience.

## SOLD (Re)Charging station/Wellness station

**Total Investment — \$6,500 + GST**

One opportunity available

Support an opportunity for conference participants to recharge themselves and their devices during the conference.

The (Re)charging Station provides access to chargers for phones, laptops and tablets for most of the popular brands and includes an area for delegates to re-energise themselves.

### Branding Benefits

- Exclusive naming rights on the Charging Station
- Your logo and details on the ILANZ website and conference app
- Your Charging Station set up in prominent area in the conference venue to showcase your organisation
- Option to name and create the area
- Your organisation will be acknowledged on various conference publications and other marketing materials including social media e.g. pre-conference sponsorship announcement, activation promotion, post conference highlight.

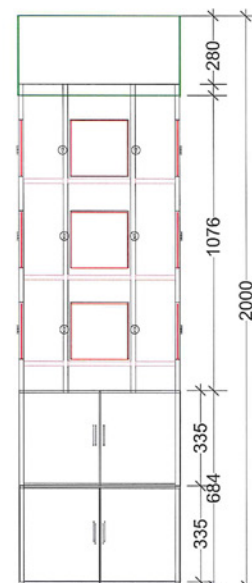
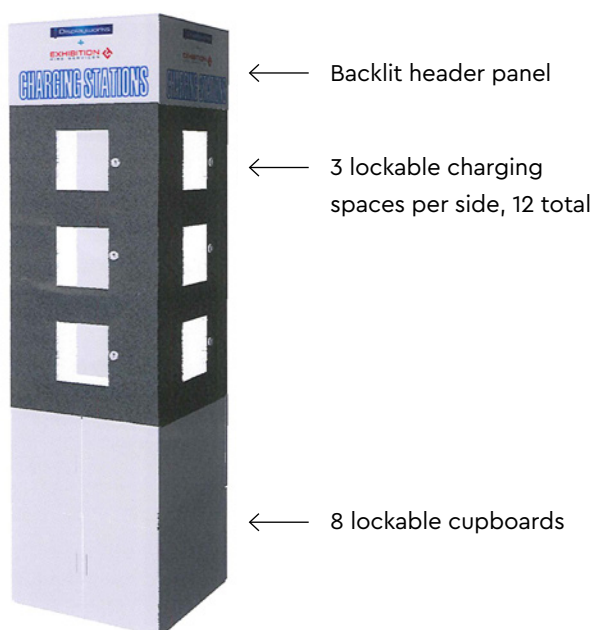
### Additional Benefits

- One complimentary conference registration (social functions included)
- List of opt-in conference delegates (with name and organisation) prior to the conference to assist with your networking and marketing aims
- Opportunity to upgrade and incorporate your Charging Station into a site at the Exhibitor Showcase for a negotiated fee
- Access to Conference Organisers' expertise to assist you in activating your sponsorship and maximising your investment

### Activation ideas

- Massage chair
- Snacks and healthy drinks
- Wellbeing information
- Shoe shiner
- Beauty station – hair, makeup, nails

*We will add two couches for a chill zone*



## SOLD Conference app partner

**Total Investment — \$5,000 + GST**

One opportunity available

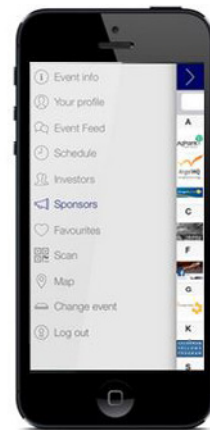
The conference app encourages engagement before, during and after the conference. Use of the app enables attendees to tailor their conference experience including choosing conference sessions, sharing contact information and recording CPD insights. It's one of the main sources of communication for delegates during the event with multiple uses, including asking questions during sessions, entering exhibitor prize giveaways and connecting with fellow delegates. In 2024 over 90% of delegates downloaded and actively used the app.

### Branding Benefits

- Exclusive organisation naming rights to the Conference App
- Logo on the Conference App linked to your website
- Acknowledgement by the Master of Ceremonies as the Conference App Sponsor wherever possible
- Your logo, name and details included on the ILANZ website
- Your organisation will be acknowledged on various conference publications and other marketing materials including social media e.g. pre-conference sponsorship announcement, live posts during conference including MC announcements, post conference reminder.

### Additional Benefits

- One complimentary conference registration (social functions included)
- List of opt-in conference delegates (with name and organisation) prior to the conference to assist with your networking and marketing aims
- Add icons to market company offers e.g. promotions, webinars, podcasts
- Access to Conference Organisers' expertise to assist you in activating your benefits and maximising your investment



### Bundle it up (for an additional fee)

- with sponsorship of the wifi
- with an Exhibitor Showcase

## Awards funding and support

**Total Investment per Award — \$5,750 + GST**

Nine opportunities available

A highlight of the conference is the recognition and celebration of the achievements of members of the in-house community.

Award winners will be announced on Friday 9 May at the Awards Dinner.

**SOLD**

**1. Private Sector In-House  
Lawyer Of The Year**

Total Investment – \$5,750 + GST

**2. Public Sector In-House  
Lawyer Of The Year**

Total Investment – \$5,750 + GST

**SOLD**

**3. New In-House Lawyer Of The Year**

Total Investment – \$5,750 + GST

**SOLD**

**4. Community Contribution Award**

Total Investment – \$5,750 + GST

**SOLD**

**5. Small In-House Team Of The Year**

Total Investment – \$5,750 + GST

**SOLD**

**6. Private Sector In-House Team Of The Year**

Total Investment – \$5,750 + GST

**SOLD**

**7. Public Sector In-House Team Of The Year**

Total Investment – \$5,750 + GST

**SOLD**

**8. In-House Innovation Award**

Total Investment – \$5,750 + GST

**SOLD**

**9. People And Culture  
Excellence Team Award**

Total Investment – \$5,750 + GST

**10. Sole In-house Lawyer Of The Year Award**

Total Investment – \$5,750 + GST

### Branding Benefits

- Naming rights to one award
- Acknowledgement by the Master of Ceremonies of your organisation as the award sponsor
- Your logo, name and details included on the ILANZ website and conference app
- Logo on winners email signature banner

### Conference & Speaking Benefits

- Opportunity to present the award and speak for two minutes
- Two complimentary tickets to the Awards Dinner
- Add the ILANZ Award Winners interview profile to your website and socials
- Six plus months of exposure pre and post conference
- List of opt-in conference delegates (with name and organisation) prior to the conference to assist with your networking and marketing aims



## 12 SOLD Exhibitor showcase

**Total Investment — \$5,000 + GST**

Limited opportunities available

### Branding Benefits

- You will receive a space within a prominent area in the conference venue to showcase your organisation
- Opportunity to brand and activate your organisation's space

### Additional Benefits

- One complimentary conference registration (social functions included)
- Three exhibitor passes (including tickets to the welcome and social function) with the opportunity to upgrade to full registrations.
- Additional exhibitor registrations are \$750
- List of opt-in conference delegates (with name and organisation) prior to the conference to assist with your networking and marketing aims
- Your logo, name and details included on the ILANZ website and conference app

- Your organisation will be acknowledged on various conference publications and other marketing materials including social media e.g. pre-conference limelight post, MC announcements, post conference highlight.
- Access to Conference Organisers' expertise to assist you in activating your exhibition stand and maximising your investment
- Opportunity to upgrade to a large or extra-large set up for a negotiated fee

### Exhibition Showcase Details

- Space size: 2m x 1m
- One white round bar leaner
- Two bar stools
- Four power outlets
- A QR code for lead generation and entry to prize draw (prize supplied by exhibitor)



**BOTH SOLD**

## Coffee cart partner

**Total Investment — \$4,000 + GST per cart**

Two carts available

### Branding Benefits

- Naming rights to your conference coffee cart
- Opportunity for your logo and signage to be placed in the area
- Acknowledgement by the MC as the coffee cart sponsor
- A QR code for lead generation and entry to prize draw (prize supplied by exhibitor)
- Your logo, name and details included on the ILANZ website and conference app including a message to visit the xxx coffee cart and MC announcements

### Activation Ideas (at sponsors cost)

- Brand reusable coffee cups
- Provide branded aprons to baristas
- Supply lollies and chocolates
- QR code for the prize giving at the end of conference

## Lanyard sponsor

**Total Investment — \$5,000 + GST**

One opportunity available

### Branding Benefits

- Branded lanyard used by every delegate across two days and beyond
- One free conference registration
- Your logo, name and details included on the ILANZ website and conference app including a reminder to pick up your xxx lanyard

## **SOLD** Wifi sponsor

**Total Investment — \$3,000 + GST**

One opportunity available

**Branding Benefit** Your company as the wifi password, mentioned on the conference app, posters, MC announcements

- One conference registration
- Your logo, name and details included on the ILANZ website and conference app

## Cancellation policy

Sponsors are required to inform ILANZ as soon as possible if they wish to cancel their sponsorship package or exhibition showcase reservation.

Cancellations will only become effective upon receipt of written notice from the sponsor or exhibitor.

Cancellation by a sponsor will result in the following:

- Prior to Tuesday 25 February 2025 – amount paid will be refunded in full minus a \$250 +GST administration fee
- After Tuesday 25 February 2025 – no refund will be made and cancelled sponsorship will be reallocated by conference organisers.

## Terms & conditions

Sponsorship opportunities will be allocated on a first right of refusal basis.

ILANZ and the conference organisers will take all diligent care to fulfil the listed sponsorship commitments.

The sponsors are responsible for providing all their requirements other than those specified in this document as being provided by the Conference.

If you purchase more than one conference sponsorship package the Conference Organisers will work with you to tailor the benefits where applicable.

Sponsors are responsible for the security of their own equipment and materials whilst at the Conference.

Your sponsorship selection will be confirmed upon receipt of payment.

ILANZ and the conference organisers reserve the right to alter the conference programme and layout if required.