



**PIDA**<sup>TM</sup>  
PACKAGING & PROCESSING  
INNOVATION AND DESIGN  
**AWARDS**

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**PARTNERSHIP** PROPOSAL

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2016 showcases the inaugural Packaging & Processing Innovation and Design Awards The PIDA's is New Zealand's only dedicated packaging awards.

The awards recognise and celebrate the very best in design, functionality, technology and innovation in the New Zealand Packaging Industry.

The PIDA's ceremony will become a key-networking event on the packaging calendar, with the guest list reading like a who's who of this illustrious, innovative industry.

To make this event possible we are looking for like minded partners to come on board and contribute resource to show support.



# TARGET AUDIENCE FOR AWARD ENTRANTS

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The PIDA's are a celebration of packaging and will demonstrate how the packaging industry delivers on functionality through creative packaging innovation and design.

The target entrants will be packaging designers, brand managers, brand owners, designers, printers, producers, SME's, foodies, retailers, transport and logistics - in fact anyone involved in the creation of packaging.



# PIDA'S CATEGORIES

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## 1. **HEALTHANDWELLBEING**

Open to all products that relate to the health & wellbeing industry including vitamin supplements, super-foods, personal care and appliances.

## 2. **CONVENIENCE**

Open to all products that relate to the making of lives easier including ready-to-eat meals, meal delivery, single-serve products, household appliances, tools and personal care.

## 3. **EVERYDAY**

Open to all products that relate to the cost conscious consumer including fresh and frozen goods, personal care, homebrands and cleaning products.

## 4. **ONLINE RETAILING**

Open to all products that relate to online retailing.

## 5. **ARTISAN**

Open to all products that are hand-crafted, or considered 'niche' within their category.

## 6. **LIFESTYLEANDLUXURY**

Open to all products that relate to luxury and lifestyle including fine foods and beverage, confectionery, personal care, fragrances, fashion, accessories.





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HEALTH AND  
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ONLINE RETAILING



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CONVENIENCE



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ARTISAN



**PIDA**  
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LIFESTYLE AND LUXURY



# PARTNERSHIP OPPORTUNITIES

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The PIDA's provides the opportunity to celebrate all that is great in the New Zealand packaging industry.

Sponsors are an integral part of the Packaging & Processing Innovation and Design Awards 2016.

You can play a key role in this event benefiting from the outstanding promotional and marketing opportunities that will support the PIDA'S. By becoming a sponsor you can achieve the following for your company:

- Recognition as an industry leader.
- Recognition as a supporter of the New Zealand Packaging industry.
- Heightened brand awareness among the industry's best.
- Access and visibility to a wide ranging audience across the industry in New Zealand through the PR interest generated by this event.
- The ability to connect with key decision makers and influential businesses in the industry.
- Attend exclusive awards event and network with industry leaders and designers.



# SUPREME AWARD PARTNERSHIP

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## INVESTMENT 30K

The Supreme Award is the most prestigious award of the PIDAs . There is an opportunity for one company to demonstrate their commitment to being at the pinnacle of the packaging industry. This award carries exclusive naming rights for the 2016 PIDA.

### PRE EVENT PROMOTIONAL ACTIVITY

- Social Media video PIDA marketing campaign. The event will have a significant on-line marketing campaign pre-event. As the Supreme Award partner a designated member of your brand will be interviewed as part of this viral campaign.
- Company logo and hyperlink on the Packaging Design & Innovation Awards website.
- Opportunity to be included in the awards launch material.
- Brand mentioned where possible, in awards PR activity.
- Profiled on PIDAs social media including video content.
- Profiled in PIDAs electronically distributed material (EDMs).

### AT THE EVENT

- As the Supreme Award Partner you will be invited to present the Supreme Award and be given the opportunity to speak for up to 5minutes as part of the official award evening.
- Photo opportunity with Supreme Award recipient.
- Stage branding whilst the Supreme Award is being presented.
- Brand inclusion as part of the audio visual awards presentation during the evening.
- Brand thanked by the event MC throughout the night.
- First option to purchase VIP tables on the night of awards with a 20% discount (up to three tables).
- Logo included on all category winning trophies and exclusive logo on the official Supreme Award trophy.
- Logo inclusion on official event photo wall.
- Opportunity to contribute product/ promotional material distributed at the event.
- Invitation to work with event organisers to create a display at the event location which leverages the partnership between sponsor and the awards.

### POST EVENT

- One full page of the official commemorative PIDAs book and written interview about your brand and the involvement with the PIDAs.
- Sponsors will be displayed on the official website.
- Event photographs will be supplied to you.
- Your company will receive a framed certificate of appreciation from PIDAs 2016.
- Thanked in the post event EDMs.
- First right of refusal for involvement in PIDA 2017.



# PLATINUM PARTNERSHIP

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## INVESTMENT 20K

The Platinum Partners of the PIDAs will be recognized as leaders in the packaging industry. Only six Platinum Partnerships are offered and each will have the opportunity to take “ownership” of one of the six main award categories.

### PRE EVENT PROMOTIONAL ACTIVITY

- Social Media video PIDA marketing campaign. The event will have a significant on-line marketing campaign pre-event. As the Platinum Partner a designated member of your brand will be interviewed as part of this viral campaign.
- Company logo and hyperlink on the Packaging Design & Innovation Awards website.
- Opportunity to be included in the awards launch material.
- Brand mentioned where possible, in awards PR activity.
- Profiled on PIDAs social media including video content.
- Profiled in PIDAs electronically distributed material (EDMs)

### AT THE EVENT

- As the Platinum Partner you will be invited to present the category award you have chosen to taken “ownership” of and will be given the opportunity to speak for up to 2minutes as part of the official award evening.
- Photo opportunity with the category award recipient.
- Brand inclusion as part of the audiovisual awards presentation during the evening.
- Brand thanked by the event MC throughout the night.
- First option to purchase VIP tables on the night of awards with a 15% discount (up to 2 tables).
- Logo included on all category winning trophies.
- Logo inclusion on official event photo wall.
- Opportunity to contribute product/ promotional material distributed at the event.
- Invitation to work with event organisers to create a display at the event location which leverages the partnership between sponsor and the awards.

### POST EVENT

- One half page of the official commemorative PIDAs book and written interview about your brand and the involvement with in the PIDAs.
- Sponsors will be displayed on the official website.
- Event Photographs will be supplied to you.
- Your company will receive a framed certificate of appreciation from PIDAs 2016.
- Thanked in the post event EDMs.
- First right of refusal for involvement PIDA 2017.





# GOLD PARTNERSHIP

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## INVESTMENT 10K

The Gold Partners of the PIDA will be recognized as significant contributors to the packaging industry in New Zealand. With only ten sponsorships available you will be joining an exclusive group of sponsors for PIDA 2016.

### PRE EVENT PROMOTIONAL ACTIVITY

- The event will have a significant on-line marketing campaign pre-event. As a Gold Partner a designated member of your brand will be interviewed as part of this viral campaign.
- Company logo and hyperlink on the Packaging Design & Innovation Awards website.
- Opportunity to be included in the awards launch material.
- Brand mentioned where possible, in awards PR activity.
- Profiled in PIDAs electronically distributed material (EDMs).

### AT THE EVENT

- Brand inclusion as part of the audio visual awards presentation during the evening.
- Brand thanked by the event MC throughout the night.
- First option to purchase VIP tables on the night of awards with a 10% discount (up to 1 table).
- Logo inclusion on official event photo wall.
- Opportunity to contribute product/promotional material distributed at the event.
- Invitation to work with event organisers to create a display at the event location which leverages the partnership between sponsor and the awards.

### POST EVENT

- Written interview about your brand and the involvement with in the PIDAs official commemorative PIDAs book.
- Sponsors will be displayed on the official website.
- Event Photographs will be supplied to you.
- Your company will receive a framed certificate of appreciation from PIDAs 2016.
- Thanked in the post event EDMs.
- First right of refusal for involvement PIDA 2017.

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PLEASE CONTACT  
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THANK YOU

