



BREWERS
GUILD
OF NEW ZEALAND

22

NEW ZEALAND
BEEER
AWARDS

Thursday 21 July, 2022



NEW ZEALAND'S PREMIER BEER AWARDS

The New Zealand Beer Award's is the ultimate celebration of New Zealand's brewing industry.

Following two years of disruption, and the first ever virtual Awards ceremony in 2021, we are looking forward to celebrating across New Zealand again this year, with a mix of one main hub that will be beamed out live to regional hubs - we're calling it the '22 Mashup Awards.

Following feedback from last years events, many of our members were able to involve more of their teams, thanks to the regional events. We also wanted to bring back some form of 'main event' to add back in that more formal celebration of our finest beers, brewers, producers and partners.

Think of it as the best of both world's- you can choose where you celebrate, and celebrate we will!

As has become the norm, if we are facing some form of alert level change, traffic light system, or any other unforeseen disruption we will have a greater chance of carrying on by spreading out the celebrations.

BE A PART OF THE CELEBRATIONS



CELEBRATING BREWING EXCELLENCE

The New Zealand Beer Awards [NZBA '22] offer multiple sponsorship opportunities for your business and brands. As New Zealand's premier brewing celebration, we are looking for partners who want to help recognise and celebrate the very best of brewing in New Zealand.

There are different sponsorship options to choose from and there are opportunities for all levels of investment. We want to see as many partners as possible enjoy exposure for their business or brand via the NZBA '22 so, if you have an idea as to how you could be involved over and above what we are offering please get in contact.

The NZBA '22 offer great potential for you to reach the brewing industry and it's associated members.

PARTNERSHIP OPPORTUNITIES

There are a number of ways to get involved. Past sponsors will be given first right of refusal - if there is a specific opportunity you would like to put your name beside, let us know - as soon as we know if it is available we will let you know. Opportunities include:



Regional Hubs



Industry Awards



Champion Trophies



Beer Trophies

Note: Right to renew for past sponsors closes on Friday 10 May. From 5pm May 10 any unsold sponsorship opportunities are available for any interested partners.

REGIONAL HUBS

The New Zealand Beer Awards [NZBA '22] awards ceremony will take place at the Main Hub, where the awards ceremony, hosted by an MC will be live and broadcast/streamed to each of the regional hubs.

We have reached out to our membership to ask for Expressions of Interest to host a regional hub. We are looking for a sponsor for each regional hub - we expect locations for these to be as follows:

Christchurch - Nelson - Wellington - Auckland - Tauranga

REGIONAL HUB SPONSORS RECEIVE:

-  Logo on the website, printed & electronic marketing material and ticketing platform
-  Welcome speech at the regional hub & opportunity for product display
-  Logo on NZBA '22 photo backdrop & on screen at NZBA '22 Ceremony
-  Sponsors post on social media platforms - Insta, Facebook, LinkedIn
-  6 Free tickets to the your regional hub PLUS 10% off tickets to further Regional Hub's PLUS 2 Free tickets to the NZBA '22 Main Hub
-  Logo in Catalogue of Results

INVESTMENT: \$5000 + GST

CHAMPION TROPHIES

The Champion Trophies are the pinnacle of the New Zealand Beer Awards and the recipients are truly representative of the exceptional level of Beer and Brewers we have in New Zealand. There have been some legendary winners of these Champion trophies and it is always an honour, each year for the newly crowned champions to add their names to that list. Champion Trophies are:

Champion Exhibitor

Champion NZ Beer

Champion Large NZ Brewery

Champion Medium NZ Brewery

Champion Small NZ Brewery

Champion Micro NZ Brewery

Champion Manufacturer

CHAMPION TROPHY SPONSORS RECEIVE:

-  Opportunity to provide a sponsor promotional video [up to 60 sec] which is played pre-announcement of their sponsored trophy OR presentation of the award if in attendance at the Main Hub.
-  Logo in Catalogue of Results, photo backdrop & on-screen at NZBA '22 Main Hub
-  Representative's photographed with award winner
-  Logo on the website, printed and electronic marketing materials
-  Sponsors post on social media platforms - Insta, Facebook, LinkedIn
-  4 Free tickets to the NZBA '22 Main Hub PLUS 4 free tickets to a Regional Hub of their choice PLUS 10% off further Regional & NZBA '22 Hub tickets

INVESTMENT: \$5,000 + GST

BEER TROPHIES

The Beer trophies are the heart and soul of the New Zealand Beer Awards. Each year the beer awards are highly contended, with the different style categories rising and falling with global trends. This year we have added a new category - Low / No Alcohol, in celebration of the growing market of low and no alcohol beer. Beer Trophies in 2022 are:

International Lager

NZ Styles

Best Amber/ Dark Lager

British Ale

European Ale

Best Amber / Dark Ale

International Pale Ale

India Pale Ale

Juicy /Hazy

Stout & Porter

Wheat & Other Grain

Fruit & Flavoured

Barrel & Wood-Aged

Low /No Alcohol

Specialty & Experimental

BEER TROPHY SPONSORS RECEIVE:

-  Logo and Company name on the award
-  Opportunity to provide a sponsor promotional video [up to 60 sec] which is played pre-announcement of their sponsored trophy OR presentation of the award if in attendance at the Main Hub.
-  Logo in Catalogue of Results, photo backdrop & on-screen at NZBA '22 Main Hub
-  Representative's photographed with award winner
-  Logo on the website, printed and electronic marketing materials
-  Sponsors post on social media platforms - Insta, Facebook, LinkedIn
-  2 Free tickets to the NZBA '22 Main Hub PLUS 4 free tickets to a Regional Hub of their choice PLUS 10% off further Regional & NZBA '22 Hub tickets

INVESTMENT: \$4,000 + GST

INDUSTRY AWARDS

The New Zealand Beer Awards are special because we not only award the product of beer but celebrate the achievements across the broader industry. Industry Awards in 2022:

Beer Media Award - Recognition of outstanding contribution in relations to beer in the media

Packaging Award - Celebrating packaging innovation and excellent design

Beer Tourism Award - Recognition of exceptional operators in the beer tourism market.

Sustainability Award - Recognising brewing businesses who are having a positive impact on the environment via projects, policies and initiatives.

INDUSTRY AWARD SPONSORS RECEIVE:

-  Opportunity to provide a sponsor promotional video [up to 60 sec] which is played pre-announcement of their sponsored trophy OR presentation of the award if in attendance at the Main Hub.
-  Logo in Catalogue of Results, photo backdrop & on-screen at NZBA '22 Main Hub
-  Representative's photographed with award winner
-  Logo on the website, printed and electronic marketing materials
-  Sponsors post on social media platforms - Insta, Facebook, LinkedIn
-  2 Free tickets to the NZBA '22 Main Hub PLUS 4 free tickets to a Regional Hub of their choice PLUS 10% off further Regional & NZBA '22 Hub tickets

INVESTMENT: \$4,000 + GST

NZBA '22 SPONSORSHIP SUMMARY

	REGIONAL HUBS	CHAMPION TROPHIES	BEER TROPHIES	INDUSTRY AWARDS
 REGIONAL HUB TICKETS	6	4	4	4
 NZBA '22 MAIN HUB TICKETS	2	4	2	2
 10 % DISCOUNT ON FURTHER TICKETS	✓	✓	✓	✓
 LOGO ON PRINTED AND ELECTRONIC MARKETING MATERIALS	✓	✓	✓	✓
 LOGO ON SCREEN	✓	✓	✓	✓
 60 SEC SPONSOR VIDEO OR PRESENTATION IN PERSON		✓	✓	✓
 SOCIAL CONTENT & PROMOTION	✓	✓	✓	✓
 LOGO ON BACKDROP	✓	✓	✓	✓
 DISPLAY OF PRODUCT	✓			
 PHOTO WITH AWARD WINNER		✓	✓	✓
 LOGO ON TROPHIES			✓	
 WELCOME SPEECH	✓			
 LOGO IN CATALOGUE OF RESULTS	✓	✓	✓	✓
	\$5000 + GST	\$5000 + GST	\$4000 + GST	\$4000 + GST