



PRINZ **AWARDS**

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Public Relations Institute of New Zealand

The Public Relations Institute of New Zealand Te Pūtahi Whakakakau Tūmatanui o Aotearoa (PRINZ) is the industry body for public relations and communication management professionals in Aotearoa.

We enhance the capability and professionalism of public relations practitioners through professional development opportunities and promote public understanding of public relations through advocacy.

The Institute was established in 1954, and today has a community of 1,300 members. PRINZ is committed to professional standards and members are bound by the PRINZ Code of Ethics, making the commitment on joining and annually when they renew their membership.



PRINZ Awards

The PRINZ Awards recognise excellence, promote continuous improvement, and showcase the outstanding work achieved by public relations and communications management professionals in New Zealand. Held annually, the PRINZ Awards will celebrate 47 years in 2021.

The PRINZ Awards are judged by a high calibre panel of local and international industry professionals from diverse backgrounds and practice areas including inhouse, agency, and government backgrounds.

PRINZ Awards winners will be formally announced and celebrated at the PRINZ Awards Gala Dinner on Thursday 27 May 2021 at Auckland's Aotea Centre. The evening will include a formal Awards ceremony, a three-course meal and an opportunity to network and celebrate with colleagues and friends.

Key Dates

Wednesday 13 January 2021
Tuesday 23 February 2021
Wednesday 3 March 2021
Wednesday 7 April 2021
Late April 2021
Thursday 27 May 2021

Awards open for entry
Awards close at 4pm
Late entry deadline is 4pm
Entries in Paul Dryden Tertiary Award close
Finalists announced
PRINZ Awards Gala Dinner



The 2021 PRINZ Awards categories are:

Corporate and Business Public Relations

This award is for projects or programmes undertaken on behalf of a corporate client that works to enhance its reputation with some or all stakeholders. Measurement of success will be closely related to achieving both business and programme/project objectives.

Consumer or Customer Relations

This award recognises public relations campaigns or ongoing activities that build or strengthen consumers or customers' connections with a brand, product or service. Your entry may illustrate how consumers or customers are meaningfully engaged to help meet both business, campaign, and communications objectives.

Community Relations and Engagement

This award recognises projects or programmes that improve or establish mutually beneficial relationships with communities in which the organisation operates. It may demonstrate an organisation's commitment and determination to fulfil its social responsibilities.

Financial Communications and Investor Relations

This award is for campaigns or programmes that aim to build trustworthy relationships with investors, stakeholders and financial community at large. It may involve providing data and sensitive information pertaining to the organisation's financial performance.

Government Relations and Public Affairs

This award showcases campaigns or programmes designed to influence or inform public policy and political affairs. Your entry may include tactics on how your organisation/client effectively approached core matters and interacted with government, legislators and interest groups.

Internal Communications

This award is for a programme targeted at employee stakeholders that may, for example, support change, management initiatives, organisational goals, or internal culture. While other audiences may be involved, the primary focus must be on internal stakeholders.

Issues, Crisis or Reputation Management

This award highlights projects that utilise effective communication in situations where issues, crisis or reputation need to be proactively managed. Your entry may shine a light on how your organisation/client devises well-rounded strategies to respond to pressing challenges and recover reputation.

Marketing Communication

This award celebrates insightful and comprehensive projects that have successfully promoted a cause, product, brand or service. It may incorporate a range of internal or external activities, channels and strategies to influence perceptions and drive behaviours.

Experiential and Activation

This award recognises experiential and activation work that is either the centre of a campaign or in support of a wider public relations project. Your work may have an internal or external focus that features in-person or virtual participatory activities to deliver phenomenal results.

Best Use of Media Relations

This award showcases projects, events or ongoing programmes that meet business objectives through the creative use of media relations. It may demonstrate your adaptability to convey authentic and powerful messages in the evolving media landscape.

Best Use of Digital and Social Media

This award is for campaigns or projects that cleverly engage with the target audiences using social media platforms or other digital tools. Your entry may entail your approach to capture imagination and attract favourable attention.

Best Influencer Campaign

This award is for campaigns that collaborate with influencers or relevant personnel to motivate behavioural change and achieve campaign objectives. It may demonstrate strong brand alignment and purposeful activities to achieve results that are beyond social media interactions.

Most Innovative Campaign

This award spotlights campaigns that apply groundbreaking methods and showcase exceptional originality. This may be illustrated through the choice of channels or/and approach.

PR Consultancy of the Year – Small to Medium (one to seven staff)

This award celebrates professionalism, agency culture, commercial success, as well as impact and innovation.

PR Consultancy of the Year – Medium to Large (more than seven staff)

This award celebrates professionalism, agency culture, commercial success, as well as impact and innovation.

PR In-house Team of the Year

This award honours professionalism, organisational and team culture, the contribution of the team's work to the organisation's overall success, as well as impact and innovation.

Sally Logan-Milne Young Practitioner of the Year

This award is to recognise outstanding young practitioners (30 years of age or under as of 31 December 2020) who are committed to the profession and have demonstrated the value of public relations in their careers.

Paul Dryden Tertiary Award

This award is to recognise talented tertiary students who are not afraid to share their work with the industry and stand out from the crowd.

Supreme Winner

Gold winners of all categories (except Consultancy of the Year, PR In-house Team of the Year, Sally Logan-Milne Young Practitioner of the Year, and Paul Dryden Tertiary Award) are eligible for the coveted 'Supreme Award'.

PRINZ Awards Category Sponsors

\$2,500.00 plus GST (16 available)

As a PRINZ Award Category Sponsor, your organisation is aligned with a specific field or category that is of interest to your business and your target market. Please note that Category Sponsors are confirmed on a first in basis.

Sponsor benefits include:

- Naming rights to the specific award category covered by your sponsorship i.e. "The (sponsors name) Best Use of Media Relations"
- Organisation logo and acknowledgement in all printed event material as a PRINZ Awards category sponsor
- Acknowledgement as a PRINZ Awards category sponsor by the Public Relations Institute of New Zealand in all media channels, in the PRINZ Awards Case Study booklet and on our website
- List of PRINZ Awards Gala Dinner attendees, supplied one week prior to the event
- Acknowledgement of sponsorship in opening address by the MC at the PRINZ Awards ceremony
- Presentation of the Award at the PRINZ Awards ceremony
- Three complimentary tickets at the PRINZ Awards Gala Dinner
- First right of renewal for sponsorship of the 2022 PRINZ Awards.



Award categories available for sponsorship for the 2021 PRINZ Awards are:

- Corporate and Business Public Relations
- Consumer or Customer Relations
- Community Relations and Engagement
- Financial Communications and Investor Relations
- Government Relations and Public Affairs
- Internal Communications
- Issues, Crisis or Reputation Management
- Marketing Communication
- Experiential and Activation
- Best Use of Media Relations
- Best Use of Digital and Social Media
- Best Influencer Campaign
- Most Innovative Campaign
- ~~▪ PR Consultancy of the Year – Small to Medium (one to seven staff)~~
- ~~▪ PR Consultancy of the Year – Medium to Large (more than seven staff)~~
- PR In-house Team of the Year

Contact us to discuss opportunities

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