

PRINZ  
**AWARDS**

---

## Sponsorship Prospectus





## Public Relations Institute of New Zealand

The Public Relations Institute of New Zealand (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.

Established in 1954, the Institute today has a community of more than 1,000 members who are committed to professional standards and bound by a Code of Ethics, making the commitment on joining and annually when they renew their membership.

The Institute is a founding member of the Global Alliance for Public Relations and Communication Management, a confederation of the world's major public relations and communication management associations and institutions, representing 280,000 practitioners and academics around the world.





## 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 49 years in 2023.

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 in May 2023 in Auckland. 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

Monday 16 January 2023:  
Friday 17 February 2023 at 4pm:  
Friday 24 February 2023 at 4pm:  
Late April 2023:  
May 2023:

PRINZ Awards applications for entry open  
PRINZ Awards applications for entry close  
Late entry deadline  
PRINZ Awards finalists announced  
Winners announced at Gala Dinner





## Compelling Reasons to become a Sponsor of the Awards

- Exposure to our membership database of over 4,000 database contacts of individual PR and Comms professionals and businesses across public, private and agency sectors. This exposure includes:
  - 3 free special adverts or a 700 word article on a relevant topic approved by our CE in our fortnightly newsletters during the course of 2023
  - 3 specific social media focused posts during the course of 2023
- Free admission to 1 PRINZ CPD course of your choice in 2023
- Naming rights to the specific award category covered by your sponsorship i.e. "The (sponsors name) Best Use of Media Relations"
- Two complimentary tickets at the PRINZ Awards Gala Dinner for your ability to network with 150 attendees on the night
- Organisation logo and acknowledgement in all 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 which is distributed to approximately 1,000 subscribers via e-newsletter.
- Acknowledgement of sponsorship in opening address by the MC at the PRINZ Awards ceremony
- Presentation of the Award at the PRINZ Awards ceremony
- First right of renewal for sponsorship of the 2024 PRINZ Awards.

## The 2023 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.

**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'.





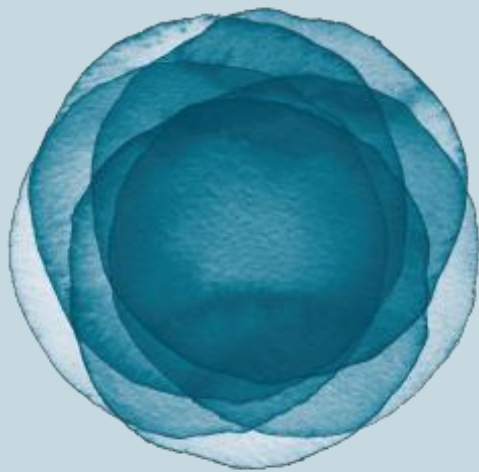
## PRINZ Awards Category Sponsors

**\$4,500.00 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.

### Award categories available for sponsorship for the 2023 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



# PRINZ **AWARDS**

---

## **Contact us to discuss opportunities**

Susanne Martin, Chief Executive, Public Relations Institute of New Zealand  
Te Pūtahi Whakakakau Tūmatanui o Aotearoa  
M: +64 21 860 388 | E: [susanne@prinz.org.nz](mailto:susanne@prinz.org.nz) | [www.prinz.org.nz](http://www.prinz.org.nz)