

# PRINZ **AWARDS**

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## 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.

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 2025 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 13th January '25: PRINZ Awards applications for entry open

Friday 28th February '25: PRINZ Awards applications for entry close

Early April 2025: PRINZ Awards finalists announced

Late May 2025: Winners announced at Gala Dinner



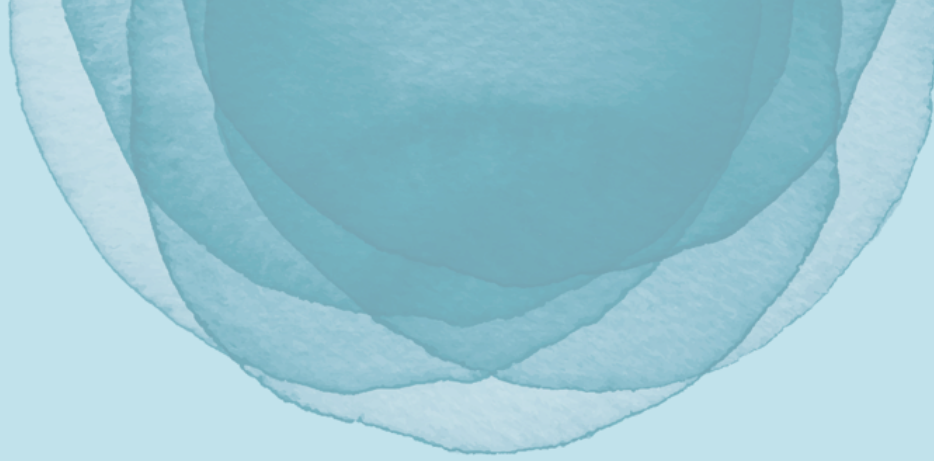


## **Compelling Reasons to become a Sponsor of the Awards**

Exposure to our membership database of over 4,000 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 2025
- 3 specific social media focused posts during the course of 2025
- Free admission to 1 PRINZ CPD course of your choice in 2025
- 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 2026 PRINZ Awards.





## **The 2024 PRINZ Awards categories are:**

### **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.

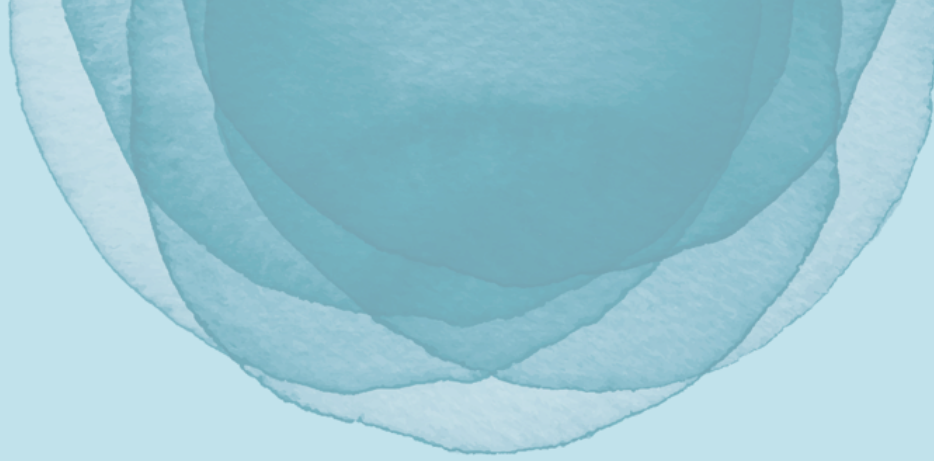
### **Corporate and Business Public Relations**

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.

### **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.





### 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.

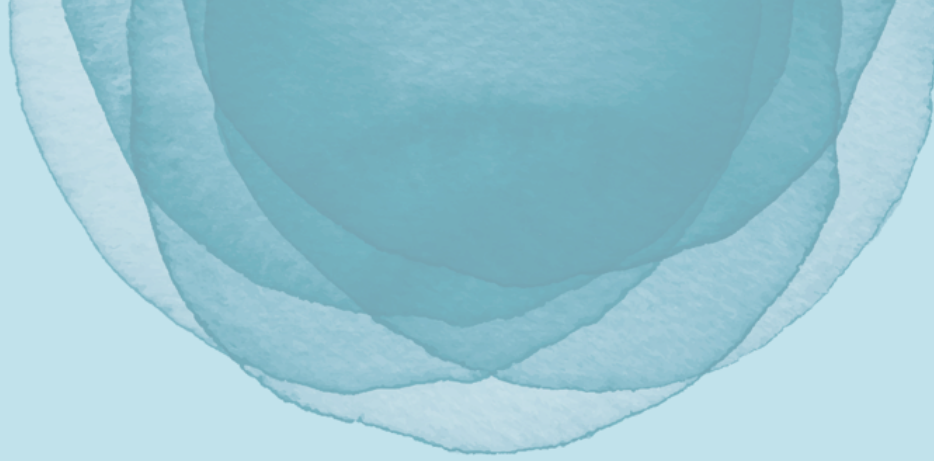
### Issues, Crisis or Reputation Management

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.

### PR Consultancy of the Year – Small, Medium and Large

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 2024) 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





## **PRINZ Awards Category Sponsors**

\$4,500.00 plus GST

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 2025 PRINZ Awards are:**

- Community Relations and Engagement
- Corporate and Business Public Relations
- Government Relations and Public Affairs
- Issues, Crisis or Reputation Management
- Marketing Communication
- PR Consultancy of the Year – both small-medium and large
- PR In House Team of the Year
- Sally Logan-Milne Young Practitioner of the Year





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**Contact us to discuss opportunities**

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