



# Innovation Centre

Sponsorship tiers

# Let's build the future together.

## Be the next business to sponsor our Innovation Centre.

Position yourself as forward thinking - and help us build a place for our passionate tribe of metal heads to innovate successfully.

### Sponsorship tailored to meet your business needs and comfort levels.

We've created five key sponsorship tier opportunities to ensure we're able to offer a wide range of commitment levels for you to get involved.

However, we understand that these tiers may not quite fit your thinking. That's why it's important to note that these are a starting point and guideline to assist in your decision making to invest in our Innovation Centre.

We're certainly open to working with you to create a sponsorship plan that meets your specific goals and available sponsorship funds - whether in-kind or cash contribution.

### Principal 'naming' sponsor (1 available)

Show your support for 'metals industry innovation' by taking on the naming rights of our innovation centre.

In return your business name will be synonymous with the word innovation, and recognised as being a pioneer in backing the future thinking of our industry in New Zealand.

Not only that, but you'll have the chance to speak at the opening of the Centre, as well as have your contributions acknowledged on the prominently placed plaque to commemorate the event.

You'll also receive an agreed facility hire credit for your organisation to use for product launches or similar, as well as exclusive sponsor only networking.

We'll also provide a formal sponsorship certificate for you to display, and provide PR and marketing packages around your support across our digital platforms.

**Required investment:** On enquiry.





### Platinum donor (3 available)

**Contribute services, materials, equipment or funds and be part of the actual fabric that the innovation centre is built from.**

Your business will be immortalised on a plaque attached to your product or service you've sponsored, as well as alongside the other platinum (non-competing) sponsors at the facility entrance.

We'll also provide an agreed facility hire credit, sponsor only networking opportunities, and a formal sponsorship certificate.

And, will work with you to provide case study profiling of a project of your choice, along with a promotional campaign for this across our digital platforms.

**Required investment:** \$30,000 + (in-kind or cash contribution).

### Gold donor (10 available)

**Step up and provide your services, materials, equipment or funds.**

For your contributions, your business will be commemorated on a plaque attached to your product or service offered. You'll also receive sponsor only networking opportunities, as well as a formal sponsorship certificate.

**Required investment:** \$10,000 - \$29,999 (in-kind or cash contribution).

### Silver donor (20 available)

**Have limited funds to get involved? Then this is our lowest tier where you can provide your services, materials, equipment or funds.**

We'll ensure your contributions are celebrated on a plaque attached to your product or service offered, and we'll also provide you with a formal sponsorship certificate.

**Required investment:** \$5,000 - \$9,999 (in-kind or cash contribution).

### Bronze donor

**Perfect for those invested in the cause, and can offer their help by taking the cream off the top of any of their quotes for products or services offered.**

We'll make sure you're recognised with your own space on our bronze donor's plaque.

**Required investment:** Your time, commitment and product or services at cost only.

#### Want to discuss further?

Contact our Innovation Centre Manager, Greg Buckley to have a chat! Email [greg.buckley@hera.org.nz](mailto:greg.buckley@hera.org.nz) or phone on +64 21 996 794.



HERA House, 17-19 Gladding Place  
PO Box 76-134 Manukau, Auckland 2241  
New Zealand

[www.hera.org.nz](http://www.hera.org.nz)