



THE NEW ZEALAND RAINBOW EXCELLENCE AWARDS



SPONSORSHIP PACK 2026/27/28

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nzrainbowawards.co.nz

South Pacific Pride Ltd. T/A

The New Zealand Rainbow Excellence Awards

WELCOME TO THE NEW ZEALAND RAINBOW EXCELLENCE AWARDS.

We celebrate workplace leadership, innovation, best practice and collaboration with organisations committed to rainbow diversity and inclusion. We are the only rainbow focussed awards programme of our kind in Aotearoa.

We are excited to now be moving into 2026, which will mark the 8th year of the Awards Programme. Over the past 7 years including through covid-19 we have been able to bring together hundreds of organisations and thousands of individuals from across New Zealand, not only to celebrate, but also to amplify this important work, and to accelerate progress.

The Awards are made possible through the support of sponsor organisations.

The awards are owned and managed by **South Pacific Pride Ltd (SPP)**, the organisation behind Pride Pledge.

SPP is lead by Martin King, a recognised leader in diversity and inclusion in Aotearoa. South Pacific Pride Limited is a social enterprise, for purpose, not profit organisation.

Pride Pledge is New Zealand's leading Rainbow Inclusion Consultancy and is the hero brand for the awards.



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THE AWARDS FORMAT

The Awards are held annually, following a rigorous application and judging process with some of New Zealand's leading rainbow inclusion experts. The Awards aims to raise the profile of organisations committed to Rainbow Inclusion, and uses the platform of The Awards to do this. The Awards are not just an event but rather a celebration and culmination of the year's programme of work. Usually entrants are working with Pride Pledge and/or other Rainbow organisations to advance their Rainbow Inclusion commitments but it is not a requirement to be considered as a finalist. The Awards are however open to any organisation.

AWARD CATEGORIES

Awards are open to all organisations and companies in New Zealand or operating in New Zealand. The Awards are designed to recognise organisations who understand, value, and welcome sexual and gender diversity & inclusion.

The awards are broken into 12 categories which seek to celebrate;

- strong leadership across organisations, from the executive through to that remarkable employee who rises to the occasion
- initiatives that address ongoing challenges and make a measurable difference
- dynamic, aspirational and brave shifts in practice
- purposeful and confident public visibility
- breadth and depth of organisational commitment and impact.

Each category is supported by a sponsor organisation, ideally aligned to the sponsor's unique focus with rainbow inclusion.

WHY SPONSOR?

Sponsoring The Awards shows that your organisation and brand are committed to rainbow inclusion and celebration. It demonstrates this publicly to all your employees and external stakeholders. The Awards are only possible with sponsorship, as we receive no central, government or trust funding. You will make them happen!



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THE AWARD CATEGORIES

- **Executive Leadership:** recognises genuine ownership, accountability, and drive from the top level (s) within the organisation.
- **Community & Advocacy:** recognises recognises Rainbow organisations and their supporters (sponsors/partners) that are truly making a measurable impact for our rainbow communities.
- **Ambassadorship:** recognises internal heroes and role models in formal or informal leadership roles who are actively driving improvements with rainbow inclusion.
- **Pride Network of The Year:** celebrates and recognises employee-led networks who demonstrate high levels of engagement, reach and make an impact with Rainbow DEI initiatives across their organisation
- **Innovation:** recognises a program, policy, or practice that shows the willingness to try something new and bold with mechanisms for measuring and monitoring progress, adapted to the unique organisational context.
- **Impact (Program, Policy, Practice):** recognises an organisation or initiative that has tackled a particular issue or opportunity and can demonstrate measurable improvement in rainbow inclusion and wellbeing on a sustained basis.
- **SME Rainbow Inclusivity Award:** recognises small to medium organisations (Less than 100 FTE) on their journey towards improving rainbow inclusion, evidenced through one or more areas of program, policy, or practice that sets an example for others to follow.
- **Emerging Award:** recognises organisations who are early in their diversity and inclusion journey, but have taken steps to clearly signal their commitment to rainbow inclusion in one or more facets of their organisation.
- **Non Commercial Sector Award:** recognises organisations within the non-commercial sector who demonstrate leadership and innovation in the area of rainbow diversity and inclusion within and/or across their sector.
- **Representation in Marketing Award:** recognises organisations which have purposefully and clearly shown rainbow inclusion in mainstream external marketing and branding campaigns in an authentic and integrated way.
- **Progress Award:** recognises previous finalists and winners of a Rainbow Excellence Award who have continued to demonstrate progress, innovation, and/or ongoing commitment to Rainbow Inclusion inside and outside their organisations sustained over time.
- **Supreme Award:** recognises organisations that have demonstrated wide ranging programs, policy, and practices across the organisation (both top down and bottom up) that are making a measurable impact across the organisation. These organisations set a new standard and example for others to follow.



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OUR 2025 PROUD SPONSORS

Strategic Partner



Category Sponsors:



Enabling Sponsors:



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THE PEOPLE BEHIND THE AWARDS

Martin King, Director South Pacific Pride Ltd.

Martin is the Awards Director and brings over 25 years Human Resources and D&I experience to the team. Recognised as one of New Zealand's leading D&I practitioners, and an accomplished speaker, Martin has worked across many of New Zealand's best places to work and has taken organisations on transformational change journeys culminating in award winning people programs. Martin lead the team at Coca-Cola Amatil NZ to be the first business in NZ to sign up for the Rainbow Tick and were the second to receive certification.

Many of the teams Martin has lead have had their work recognised through earning the following awards : UN Women Empowerment Principles Supreme Award, YWCA Equal Pay Awards, Diversity Works Awards, Health and Safety Leadership Awards, AON Hewitt Best Employers, LEAD 2018 Top 20 Global Best Leadership Development Programs, and the Randstad Most Attractive Employers multiple top 20 positions.



SPONSORSHIP OVERVIEW 2026-2028

We are currently seeking expressions of interest for Partners and Sponsors for a 3-year term, starting in 2026.

Sponsorship is broken into 3 levels:

- **Platinum Partners**
- **Category Sponsors**
- **Enabling Sponsors**

PLATINUM NAMING PARTNERS

We have up to 2 opportunities available for Platinum Partners.

Investment: \$20,000 + GST each for 3 years (2026, 2027, 2028) or \$25,000 + GST for one year.

For your investment in The Awards you will receive the following:

- Platinum Sponsor recognition on all print and non-print material
- Your choice of one category award with your organisation brand/logo
- Your logo on our Media Naming Wall or an equivalent at The Awards
- A specific award named after your organisation
- A trophy branded with your brand/logo aligned with category selection
- Opportunity for an organisation representative to present an award at The Awards
- Tickets for 10 at The Awards Event
- Your logo on The Awards website with link to your organisation site as Platinum Naming Sponsor
- A customised social media plan highlighting your sponsorship and involvement in the awards
- Opportunities for PR surrounding The Awards
- A FREE Pride Pledge annual general subscription or rebate.



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CATEGORY SPONSORSHIP

We have one opportunity for Category Sponsorship per category.

Investment: \$7,000 + GST for each for 3 years (2026, 2027 & 2028), or \$8,500 + GST for one year.

For your investment in The Awards you will receive the following:

- A Category Sponsor recognition on all print and non-print material
- A selection of choices of one category award with your organisation brand/logo
- A specific award named after your organisation
- A trophy branded with your brand/logo aligned with category selection
- The opportunity for an organisation representative to present an award at The Awards
- Tickets for 2 organisation representatives to attend the The Awards
- Your logo on The Awards website with link to your business site as Category Sponsor
- Social media postings relating to your sponsorship and involvement with The Awards
- Opportunities for PR surrounding The Awards including video content of The Awards
- A FREE Pride Pledge annual general subscription or rebate.

ENABLING SPONSORSHIP

We have multiple opportunities available for enabling sponsors for The Awards.

Investment: minimum level from \$3,500 cash and/or the equivalent in value-in-kind investment. These value-in-kind investments can include:

- Catering
- Facilities
- Product
- Transport
- Accommodation
- Travel
- Event Support
- Materials and Printing.



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OVERVIEW OF OUR ONLINE PRESENCE

The Awards has a dedicated site: nzrainbowawards.co.nz



The Awards are on social media across the following three main platforms

- **Facebook** - @nzrainbowawards @pridepledge
- **Instagram** - @nzrainbowawards @pridepledge
- **Linkedin** - from the main organisers and judges accounts and Pride Pledge feeds



The Awards have a **e-marketing** database of over 700 subscribers plus The Awards use the Pride Pledge database of 2000 subscribers.



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BRANDING SNAPSHOT p1.

More examples available on request.

SOCIAL MEDIA ASSETS



BRANDING SNAPSHOT p2.

More examples available on request.

ONSITE BRANDING / MEDIA WALL



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BRANDING SNAPSHOT p3.

More examples available on request.

CERTIFICATES & TROPHIES



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BRANDING SNAPSHOT p4.

More examples available on request.

ON STAGE RECOGNITION



OUR 2025 SUPREME WINNERS

SkyCity Entertainment Group



*We look forward to hearing from you regarding these sponsorship opportunities.
Any further questions, don't hesitate to get in contact.*



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PRIDE
PLEDGE



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