

ANZMAC 2026

Sponsorship Prospectus

Massey University Auckland,
New Zealand



anzmac
AUSTRALIAN & NEW ZEALAND MARKETING ACADEMY



TE KUNENGA
KI PŪREHUROA
MASSEY
UNIVERSITY
UNIVERSITY OF NEW ZEALAND

TE KURA
WHAI PAKIHI
MASSEY
BUSINESS SCHOOL



Welcome to

ANZMAC 2026 at Massey University

| Marketing in the Age of Plenty?

DOCTORAL COLLOQUIUM

27 - 29 November 2026

CONFERENCE

30 November - 2 December 2026

GALA DINNER

2 December 2026

ANZMAC 2026 is a major international conference for marketing educators, researchers, practitioners, and students that will be hosted by Massey University in Auckland, New Zealand, December 2026.

#ANZMAC2026
WWW.ANZMAC2026.COM





The ANZMAC 2026 Conference

#ANZMAC2026
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The Australian and New Zealand Marketing Academy (ANZMAC) is the premier organisation advancing marketing education and research across Australia and New Zealand. We play a central role in shaping the future of marketing by influencing curriculum, setting research agendas, and fostering collaboration between academia, industry, and policymakers.

Established in 1998, ANZMAC was founded to connect marketing educators, researchers, and practitioners. Since then, it has become a leading voice in the Asia–Pacific region, linking universities, students, and industry, and supporting the development of marketing knowledge and practice.

For nearly three decades, ANZMAC has hosted its flagship annual conference across Australia and New Zealand. These conferences bring together leading academics, emerging researchers, and industry partners to exchange ideas, share cutting-edge insights, and shape the future of marketing.

Established in 1998

500+ marketing academics from Australia, New Zealand and around the world

Leading marketing education and research forum

Forum for university and industry partnership



Sponsorship Opportunities

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The ANZMAC 2026 Conference will be held in Auckland, Tāmaki Makaurau, New Zealand's largest city and economic hub. With its vibrant business community and global outlook, Auckland provides an ideal setting for advancing discussions on the future of marketing.

Conference themes reflect the most important issues facing organisations today, including artificial intelligence and technology, consumer behaviour, sustainability, social marketing, digital and social media marketing, B2B marketing, innovation, branding, retailing, and marketing communications. Sponsoring ANZMAC 2026 offers a valuable opportunity to engage with influential marketing academics, researchers, and educators who shape business practice, public policy, and the next generation of marketing professionals across Australia and New Zealand.

As a sponsor, your organisation will have the opportunity to:

- Build relationships with leading marketing experts and future talent
- Increase visibility among influential academic and professional audiences
- Demonstrate thought leadership and support the advancement of marketing
- Establish partnerships that extend beyond the conference through ongoing engagement with ANZMAC

Does your organisation align with such insights? If so, we welcome the opportunity to explore sponsorship packages designed to ensure maximum impact at the conference, for your organisation, and beyond. We look forward to welcoming you to ANZMAC 2026.





Partner with ANZMAC

#ANZMAC2026

WWW.ANZMAC2026.COM

**600+ paper
submissions.**

**Over 500
delegates.**

**Globally
recognised
Researchers.**

We're on track to attracting over 500 delegates, if our 2025 statistics are anything to go by.

Overview of Sponsorship Options

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ANZMAC 2026 provides a range of opportunities to engage with leading marketing academics in the region and globally. The following pages provide details of each sponsorship level.

Sponsorship Opportunity	Investment
Platinum	\$15,000 AUD + GST
Gold	\$10,000 AUD + GST
Silver	\$7,500 AUD + GST
Bronze	\$5,000 AUD + GST
Doctoral Colloquium	\$12,000 AUD + GST
Exhibitor	\$3,000 AUD + GST
Activation	Varies

Sponsorship Packages

Sponsorship Benefits and Opportunities
(All prices exclude GST)

Platinum \$15,000 AUD **Gold** \$10,000 AUD **Silver** \$7,500 AUD **Bronze** \$5,000 AUD

12 Months Partnership with ANZMAC, with access to our network of educators, students, and events	✓			
Exhibit table at conference (1x table & 2x chairs)	✓	✓	✓	✓
Opportunity to display Banner in Plenary Theatre (P) or Registration Desk (R)	✓ P & R	✓ R		
Acknowledged by Conference Chairs at opening and closing (including logo in presentation)	✓	✓	✓	✓
Acknowledged as sponsor in conference program	✓	✓	✓	✓
Logo and or profile on website	200 words	100 words	50 words	Logo
Conference Registration	5	3	2	1
Opportunity to provide promotional material or product to delegates' satchel*	✓	✓	✓	✓
Sponsorship of satellite event	Gala	Welcome Function	1x Lunch	1x Tea break
Promotional acknowledgement in pre event mail out to participants	✓	✓	✓	✓
Social media mentions in the lead up to the event	✓	✓		

*Type of promotional product or item must be approved by ANZMAC

Sponsorship Packages

Sponsorship Benefits and Opportunities (All prices exclude GST)

Doctoral Colloquium
\$12,000 AUD

SOLD

Exhibitor
\$3,000 AUD

12 Months Partnership with ANZMAC, with access to our network of educators, students, and events

Exhibit table at conference (1x table & 2x chairs)

Opportunity to display Banner in Plenary Theatre (P) or Registration Desk (R)

Acknowledged by Conference Chairs at opening and closing (including logo in presentation)

Acknowledged as sponsor in conference program

Logo and or profile on website

Conference Registration

Opportunity to provide promotional material or product to delegates' satchel*

Sponsorship of satellite event

Promotional acknowledgement in pre event mail out to participants

Social media mentions in the lead up to the event



DC & R



200 words

5x DC



All DC events



2x inc. Welcome Function



*Type of promotional product or item must be approved by ANZMAC

Activation Sponsorship Packages

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As an activation sponsor, your organisation gains valuable exposure by enhancing key delegate touchpoints throughout the conference. Whether through branded digital conference proceedings, a sponsored coffee cart with your logo on every cup, or a dedicated networking lounge, your brand becomes an integral part of the attendee experience. These high-impact activations provide direct engagement opportunities, increase brand awareness, and position your organisation as a key supporter of the industry.

Digital Conference Proceedings Sponsor

All presented papers are published in the digital ANZMAC Conference Proceedings, which will keep your brand visible beyond the conference.

Coffee Cart Sponsor

Sponsor barista-made coffee to all ANZMAC delegates, featuring your organisation's branding on the cups or cart panels (to be determined).

Meeting Lounge Sponsor

Give delegates a place to hangout, network and take a break.

For the full list of inclusions, plus more options to partner with us, please contact Nitha Palakshappa on n.n.palakshappa@massey.ac.nz

Partner with ANZMAC

Join us for 2026

Select your preferred level(s) of sponsorship by completing the form below.
The completed form can be sent to conference@anzmac.org

Once funds have been received you will be introduced to our Event Team to discuss your deliverables.


Select your sponsorship @ ANZMAC 2026

Sponsorship Opportunity	Selection	Investment
Platinum		\$15,000 AUD + GST
Gold		\$10,000 AUD + GST
Silver		\$7,500 AUD + GST
Bronze		\$5,000 AUD + GST
Doctoral Colloquium		\$12,000 AUD + GST
Exhibitor Sponsorship		\$3,000 AUD + GST
Activation Sponsorship Package		To be determined

Complete your information

Company	
Postal Address	
Contact Person	
Telephone / Mobile	
Email	

Commitment to collaborate @ ANZMAC 2026

We apply for sponsorship in accordance with the terms and conditions set out in this proposal	
Authorising Signatory	Date
	

Once funds have been received, a detailed sponsorship agreement will be issued in accordance with the nominated sponsorship package that has been selected. By signing the above you agree to the terms and conditions outlined on the next page.

Terms & Conditions

Notice of cancellation must be submitted in writing to Conference Co-Chair, Nitha Palakshappa on n.n.palakshappa@massey.ac.nz.

- 50% cancellation fee will be applied for cancellations received prior to 3rd August 2026
- 75% cancellation fee will be applied for cancellations received prior to 5th October 2026
- Cancellation received on or after the 5th October 2026 will not be refunded

All associated costs with display space, printing, advertising, banner production, copy writing are to be covered by the sponsor.

For clarification, please contact Conference Co-Chair, Nitha Palakshappa.

The costs shown in this document are all Australian currency (AUD).

Multiple sponsors may be accepted at the various tiers, with the exception of the Doctoral Colloquium.

The School of Management and Marketing at Massey University looks forward to welcoming you to ANZMAC 2026.

