



**Achieving Success Together**

# WELCOME

As a vital supporter of bookkeeping professionals across New Zealand, NZQBA offers opportunities for businesses to align with our mission and gain exposure to our extensive network.

Within this pack, you'll find details on two levels of sponsorship: Strategic Sponsor and Conference Exhibitor. Each level offers unique benefits tailored to meet the diverse needs of our sponsors, allowing you to choose the option that best aligns with your business goals and objectives.

We invite you to explore the opportunities presented within this pack and consider how partnering with NZQBA can elevate your brand and support the thriving bookkeeping community in New Zealand.

Thank you for considering sponsorship with NZQBA. We look forward to the possibility of collaborating with you to create mutually beneficial partnerships.

## About NZQBA

- Established in July 2019
- Membership consistently exceeds 500+ professionals, reflecting sustained growth and stability.
- Consistently drawing in 150+ delegates at our conferences.
- Nationwide coverage ensures our impact spans across New Zealand, we reach bookkeeping professionals in urban and rural areas alike.
- Recognised Authority: NZQBA is an Approved Advisor Group with Inland Revenue, affirming our position as a trusted and recognized professional body.
- We exist to drive excellence and innovation within the bookkeeping profession.

## The importance of Bookkeepers

Bookkeepers play a pivotal role in the success of small and medium-sized enterprises (SMEs) in New Zealand. As trusted financial professionals, they provide crucial support in managing finances, ensuring compliance, and offering strategic insights. Their expertise helps SMEs navigate complex financial landscapes, optimise processes, and make informed decisions, ultimately contributing to their growth and sustainability.

In essence, Bookkeepers are the backbone of the SME sector, enabling businesses to thrive in a competitive market environment. And we're here to facilitate your connection with these invaluable professionals.

# Unlock opportunities with Sponsorship

Boost your brand and reach more people by working with NZQBA!

Whether you aim to enhance your brand visibility, connect with industry leaders, or showcase your products and services to our engaged audience, partnering with NZQBA offers a unique platform to achieve your goals while supporting the growth and advancement of the bookkeeping profession in New Zealand.

Explore the benefits outlined below to discover how sponsorship with NZQBA can elevate your business.

BENEFITS		EXHIBITOR Invoiced per event	STRATEGIC Invoiced annually
1	Logo Featured	Conference Page	Home, Sponsor and Conference Pages; and Member Newsletters
2	Social Media Promotion	✔ x2	✔ x4
3	Conference	Exhibition stand, x2 attendee tickets, an item in delegate bag	Exhibition stand, x2 attendee tickets, an item in delegate bag
4	Webinar Presentations		✔
5	Newsletter/Blog Opportunity*		✔ x3
		<b>\$1,200 + GST</b>	<b>\$2,800 + GST</b>

\*Approval of content is subject to NZQBA's discretion, guaranteeing its relevance, quality and educational value to our members. Once approved, it will be shared through our newsletter to our mailing list; posted on our blog and promoted via social media.

## 2024 Conference



### Date

Friday, 8 November 2024

8:00am to 5:00pm

### Location

Due Drop Event Centre  
770 Great South Road  
Manukau, Auckland  
[www.duedropeventscentre.org.nz](http://www.duedropeventscentre.org.nz)

