

21

NOVEMBER

2026

LIVE2LEAD

NEW ZEALAND

# Sponsorship Partnership Guide

Brought to New Zealand by

**Rolston  
Leadership**  
GROUP

North Harbour  
Stadium  
Auckland

*A John C. Maxwell  
Leadership Initiative*

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THE  
OPPORTUNITY

5th  
time in NZ

JOHN C. MAXWELL

*Keynote Speaker*

NORTH HARBOUR  
STADIUM

Auckland

## THE OPPORTUNITY

Live2Lead New Zealand is a full-day leadership conference bringing the world's leading voice on leadership, John C. Maxwell, directly to Auckland. Now running for the fifth time, the event draws employees, managers, and senior leaders from across New Zealand who are serious about growing their teams and their organisations.

A sponsorship partnership with Live2Lead puts your brand at the centre of that conversation. Not as a banner on a back wall, but as an active part of the day, in front of decision-makers who are already invested in professional growth and open to new ideas.

This is not a trade show. There is no noise to cut through. Your brand sits alongside world-class content in a focused, high-trust environment.

## WHO IS IN THE ROOM

Primary audience	Managers & team leaders
Seniority range	Frontline leaders to C-suite
Industries represented	Professional services, health, education, finance
Mindset	Growth-oriented, investing in themselves
Event format	Full day, single venue, captive audience

These are people with budgets and buying authority. They attend because they choose to. As a sponsor, you are being introduced to them by hosts they trust, in a room they chose to be in.

THE NAME BEHIND  
THE EVENT

35M+  
books sold

50+  
languages

#1  
leadership expert  
worldwide

## THE NAME BEHIND THE EVENT

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John C. Maxwell is the world's foremost authority on leadership. His books have sold over 35 million copies in more than 50 languages. He has been named the number one leadership and management expert in the world by Inc. Magazine.

Live2Lead is his flagship annual conference, broadcast to hundreds of locations worldwide. Rolston Leadership Group holds the license to host the New Zealand event and has done so for the past five years.

Associating your brand with this event connects you to that credibility. Your name appears alongside John Maxwell's in all pre-event marketing, on screen during the day, and in all post-event communications.

## WHAT YOUR SPONSORSHIP SUPPORTS

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- International speaker licensing and content delivery
- Venue hire at North Harbour Stadium
- Full production: AV, staging, and event management
- Catering for all delegates throughout the day
- Pre-event marketing across digital, social, and email channels
- On-the-day delegate experience including materials and resources,

Each partnership tier is publicly named against a specific part of what makes the day possible. Your investment is not abstract. Delegates know exactly what your contribution enabled.

# Gold Partner

One available only

★ Named as: Official Catering Sponsor of Live2Lead NZ 2026

## \$5,000

INVESTMENT + GST

Total value: \$10,000+

## 6

RESERVED VIP SEATS  
extra tickets at Early Bird rate

## 3min

STAGE PROMOTION  
+ speaker introduction

### WHAT'S INCLUDED

- ✓ Company logo on event website throughout the **full campaign period**
- ✓ Company logo **displayed on screen** during the event
- ✓ Introduce **one of the speakers** from stage
- ✓ **3-minute promotion** of your business from stage
- ✓ Named as **Official Catering Sponsor** in all event marketing and materials
- ✓ Company logo featured prominently on the event **pull-up banner**
- ✓ **Social media features** in pre-event and post-event marketing
- ✓ Listing in the Live2Lead programme

### PREMIUM EXPERIENCE – CHOOSE ONE:

2.5-Hour DISC Leadership Workshop at your premises OR Leadership Game session for up to 12 people

# Silver Partner

Maximum 2 available

★ Named as: Official Venue Sponsor of Live2Lead NZ 2026

\$2,500

INVESTMENT + GST

Total value: \$5,500+

3

RESERVED VIP SEATS  
extra tickets at Early Bird rate

2min

STAGE PROMOTION  
+ named mention from host

## WHAT'S INCLUDED

- ✓ Company logo on event website throughout the **full campaign period**
- ✓ Company logo **displayed on screen** during the event
- ✓ **Named mention** from stage by the host
- ✓ **2-minute promotion** of your business from stage
- ✓ Named as **Official Venue Sponsor** in all event marketing and materials
- ✓ Company logo featured on the event **pull-up banner**
- ✓ **Social media mention** in pre-event marketing
- ✓ Listing in the **Live2Lead programme**
- ✓ **Leadership Game session** for up to 12 people in your organisation (value: \$1,500)

# Bronze Partner

[Open availability](#)

★ Named as: Official Programme Sponsor of Live2Lead NZ 2026

\$1,500

INVESTMENT + GST

Total value: \$2,500+

2

RESERVED VIP SEATS  
extra tickets at Early Bird rate

## Named

## Sponsor

OFFICIAL RECOGNITION  
programme naming rights

### WHAT'S INCLUDED

- ✓ Company logo on event website throughout the **full campaign period**
- ✓ Company logo **displayed on screen** during the event
- ✓ Named as **Official Programme Sponsor** in all event marketing and materials
- ✓ Company logo included on the event **pull-up banner**
- ✓ Listing in the **Live2Lead programme**
- ✓ **Social media mention** in pre-event marketing

## NEXT STEPS

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Partnership packages are limited by design. Gold is available to one organisation only, and Silver to a maximum of two. This is intentional. The value of being named at this event comes from the exclusivity of the association.

If you are interested, the next step is a short conversation. No obligation, no hard sell. We can walk you through the options, confirm availability, and answer any questions you have about the day.

Like any good team, the best partnerships are built before the season starts. The earlier you come on board, the more marketing exposure your brand gets in the lead up to 21 November.

## Andy Rolston

Rolston Leadership Group | Live2Lead New Zealand Host

info@live2lead.nz | +64 21 064 1123

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*We look forward to having you alongside us on the day.*

# LIVE2LEAD

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