SATURDAY

27

FEBRUARY

2027

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
Saturday 27 February 2027

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. Running for the fifth time in New Zealand, the event draws employees, managers, and senior leaders from across the country 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

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 licence to host the New Zealand event and has brought it to Auckland since 2023.

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

- 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 you contributed.

PARTNERSHIP PACKAGES

GOLD PARTNER

One available only

Named as: **Official Catering Sponsor of Live2Lead NZ 2027**

$5,000 + GST

Total value: $10,000+

6

reserved VIP seats

Extra tickets at Early Bird rate

- \+ 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 2027**

$2,500 + GST

Total value: $5,500+

3

reserved VIP seats

Extra tickets at Early Bird rate

- \+ 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 2027**

$1,500 + GST

Total value: $2,500+

2

reserved VIP seats

Extra tickets at Early Bird rate

- + 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

** All prices exclude GST. Additional VIP tickets available at the Early Bird rate. Packages confirmed on receipt of invoice payment.*

NEXT STEPS

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 simplest 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 27 February.

Andy Rolston

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

LIVE2LEAD