

21st International Conference
on Digital Preservation

SPONSORSHIP OPPORTUNITIES

3 - 7 November 2025, Wellington, New Zealand
Te Whanganui-a-Tara, Aotearoa



iPRES 2025
WELLINGTON
AOTEAROA
NEW ZEALAND

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welcome

Join us in Wellington, New Zealand, the cultural and creative heart of Aotearoa, for iPRES 2025—an unparalleled opportunity to connect with global leaders in digital preservation. The conference is proudly hosted by the National Library of New Zealand and Archives New Zealand in Te Whanganui-a-Tara Wellington, Aotearoa New Zealand.

The iPRES conference typically attracts between 350 and 500 on-site participants and reaches hundreds more globally through virtual attendance, offering sponsors a broad and diverse audience. Sponsorship provides a unique platform to showcase your brand, products, and services to an engaged, international community of practitioners, researchers, and strategists. Partnering with us highlights your commitment to preserving our shared digital heritage and creates opportunities to build meaningful connections in a stunning location known for its innovation and hospitality. Amplify your impact and leave a lasting legacy by supporting this premier event in digital preservation.

Since its inception in 2004, iPRES conferences have been held across four continents. However, this will be the first time iPRES comes to Aotearoa New Zealand and only the second time it has been hosted in the South Pacific. iPRES 2025 will take place at the Tākina Wellington Convention and Exhibition Centre from November 3rd to 7th 2025, offering a unique opportunity to showcase the very best of Wellington and New Zealand.

We invite you to partner with us for iPRES 2025. Together, we can aspire to think differently, inspire innovation and ensure the ongoing preservation of our digital heritage for years to come.

conference themes

The themes for iPRES 2025 are: Haerenga (Journey), Tūtaki (Encounter), and Tūhono (Connect). These themes encourage reflections on the evolving practices, innovations and partnerships shaping the future of digital preservation. Each theme reinforces the other, creating a holistic view of how digital preservation research and practice can adapt, innovate and thrive.

- **Haerenga (Journey)**

This theme focuses on the broader narrative of digital preservation, emphasising the ongoing processes, challenges, and learning experiences practitioners face.

- **Tūtaki (Encounter)**

This theme is focused on innovation, disruption, and the re-evaluation of long-held norms.

- **Tūhono (Connect)**

This theme is all about the importance of communities, collaboration and interdisciplinary work in digital preservation.

Haerenga

Journey

Tūtaki

Encounter

Tūhono

Connect





conference venue

Tākina Wellington Convention & Exhibition Centre

iPRES 2025 will take place at the cutting-edge Tākina Wellington Convention & Exhibition Centre, a purpose-built venue designed to foster collaboration and innovation in the heart of Wellington, New Zealand. This vibrant city, known for its dynamic arts scene, rich cultural heritage, and as the nation's political capital, provides the perfect backdrop for a global gathering focused on digital preservation.

Wellington is home to some of Aotearoa New Zealand's most treasured taonga (cultural treasures), from significant historical artifacts to the digital heritage that helps shape our identity. The city's commitment to preserving both physical and digital legacies reflects the critical role preservation plays in safeguarding our culture for future generations.

At iPRES 2025, we will explore how the conservation of our digital and cultural heritage is vital to the future of New Zealand and the world, making Wellington the perfect place for this conference.



sponsorship opportunities



For iPRES 2025 our sponsorship tiers are named after New Zealand's iconic native birds—each representing different aspects of our digital preservation journey. These birds symbolise qualities like resilience, grace, intelligence, and endurance. In Māori traditions, these birds are seen as guardians, protectors, and symbols of strength. As you embark on the journey to support the preservation of our digital future, these birds remind us of the ancient wisdom and nurturing care required to safeguard our shared legacy.

All prices are in NZD and exclude 15% GST (Goods and Services Tax).

Tūi - Platinum \$15,000 + GST	Kea - Gold \$9,500 + GST	Kiwi - Silver \$5,000 + GST
1 available	5 available	15 available
Logo on the conference website homepage	Logo on the conference website homepage	-
Prime logo placement	-	-
Acknowledgement via social media posts	Acknowledgement via social media posts	-
Exclusive recognition in event opening & closing	Exclusive recognition in event opening & closing	Exclusive recognition in event opening & closing
Three full conference passes (includes networking and dinner events)	Two full conference passes (includes networking and dinner events)	One full conference passes (includes networking and dinner events)
Exclusive recognition in key promotional messages	-	-
Distribute promotional material at event	Distribute promotional material at event	Distribute promotional material at event
Double Exhibition Booth	Double Exhibition Booth	Single Exhibition Booth
Conference App Sponsor listing 500 word profile App splash page Banner advertising	Conference App Sponsor listing 350 word profile Banner advertising	Conference App Sponsor listing 200 word profile
Logo on the sponsor section of the conference website	Logo on the sponsor section of the conference website	Logo on the sponsor section of the conference website
Conference holding slides	Conference holding slides	Conference holding slides
Digital signage throughout the venue	Digital signage throughout the venue	Digital signage throughout the venue
Delegate list - subject to consent	Delegate list - subject to consent	Delegate list - subject to consent

tūī sponsor

NZD \$15,000 + GST (approximately 8,300 Euro)

Packages available: 1 – Exclusive



Vibrant and Melodic: The Tūī

The Tūī is one of New Zealand's most iconic birds, known for its beautiful, complex song and iridescent plumage. Tūī represents the harmony between the natural and digital worlds—a symbol of the interconnectedness we aim to preserve in the digital space. Much like the Tūī's call that resonates through New Zealand's forests, your support as the Tūī Sponsor will echo throughout the conference, amplifying your organisation to a truly global audience.

Exclusive Benefits:

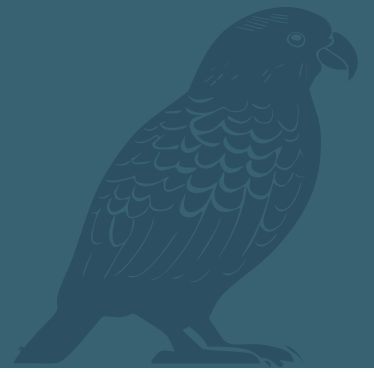
- >> Your organisation's logo acknowledging your status as the Tūī (Platinum) Sponsor on the iPRES 2025 conference website homepage and sponsor section, linked to your website
- >> Prime logo placement across all event materials (website, signage, printed program)
- >> Your organisation is acknowledged via social media channels
- >> Exclusive recognition as the Tūī (Platinum) Sponsor during the opening and closing ceremonies
- >> Exclusive recognition in key promotional messages leading up to the conference
- >> Three complimentary full conference passes (includes all networking and dinner events)
- >> Double exhibition booth (6m wide x 1.8m deep) in the exhibition area. Tūī (Platinum) Sponsor will have prominent booth position.
- >> Up to 500 words in the conference app
- >> Splash page advertisement on conference app
- >> Banner advertisement on conference app
- >> Your organisation's logo acknowledging your status as the Tūī (Platinum)
- >> Your organisation's logo on conference holding slides
- >> Your organisation's logo on digital signage throughout the venue
- >> Opportunity to include promotional materials in the bag
- >> Final delegate list provided post conference, subject to delegate consent

platinum sponsor

kea sponsor

NZD \$9,500 + GST (approximately 5,500 Euro)

Packages available: 5



Bold and Resourceful: The Kea

The Kea, known for its intelligence and adaptability, is one of New Zealand's most resilient birds. The Kea thrives in rugged alpine environments, using its curiosity and ingenuity to survive. This bird embodies the spirit of innovation and resourcefulness, much like the dynamic field of digital preservation, where creativity and problem-solving are paramount. As a Kea Sponsor, you will be recognised for your forward-thinking approach to digital preservation.

Exclusive Benefits:

- >> Your organisation's logo acknowledging your status as the Tūī (Platinum) Sponsor on the iPRES 2025 conference website homepage and sponsor section, linked to your website
- >> Your organisation is acknowledged via social media channels
- >> Exclusive recognition as a Kea (Gold) Sponsor during the opening and closing ceremonies
- >> Two complimentary full conference passes (includes all networking and dinner events)
- >> Double exhibition booth (6m wide x 1.8m deep) in the exhibition area
- >> Up to 350 words in the conference app
- >> Banner advertisement on conference app
- >> Your organisation's logo acknowledging your status as a Kea (Gold) Sponsor in the sponsor section on the conference website, linked to your website
- >> Your organisation's logo on conference holding slides
- >> Your organisation's logo on digital signage throughout the venue
- >> Opportunity to include promotional materials in the bag
- >> Final delegate list provided post conference, subject to delegate consent

gold sponsor

kiwi sponsor

NZD \$5,000 + GST (approximately 2,750 Euro)

Packages available: 15



Iconic and Endearing: The Kiwi

The Kiwi is New Zealand's national treasure, known for its quiet determination and unique presence. This nocturnal bird is a symbol of resilience, quietly working behind the scenes to protect its territory and legacy. Like the Kiwi, the world of digital preservation may not always be in the spotlight, but it is essential to our collective future. As a Kiwi Sponsor, your support will help ensure that our digital legacy is safeguarded and nurtured for generations to come.

Exclusive Benefits:

- >> Your organisation's logo acknowledging your status as a Kiwi (Silver) Sponsor in the sponsor section on the conference website, linked to your website
- >> Exclusive recognition as a Kiwi (Silver) Sponsor during the opening and closing ceremonies
- >> One complimentary full conference pass (includes all networking and dinner events)
- >> Single exhibition booth (3m wide x 1.8m deep) in the exhibition area
- >> Up to 200 words in the conference app
- >> Your organisation's logo on conference holding slides
- >> Your organisation's logo on digital signage throughout the venue
- >> Opportunity to include promotional materials in the bag
- >> Final delegate list provided post conference, subject to delegate consent

silver sponsor



additional sponsorship opportunities



In addition to the tiered sponsorship packages, we offer a variety of standalone sponsorships designed to provide your organisation with unique and targeted visibility throughout iPRES 2025.

Conference Dinner Sponsor

NZD \$8,000 + GST
(approximately 4,400 Euro)

Packages Available: 1

Become the exclusive sponsor of the iPRES 2025 Conference Dinner. This exclusive evening is where Tūhono—Connection—truly comes to life, bringing together global leaders, innovators, and delegates for an evening of entertainment and a menu inspired by the best of Kiwi cuisine, offering a true taste of New Zealand. As the exclusive sponsor, your brand will take centre stage, ensuring your message is remembered long after the plates are cleared.

Exclusive Benefits:

- >> Your organisation's logo displayed throughout the Conference Dinner – on screens and other collateral
- >> Opportunity to speak for no more than 3 minutes at the Conference Dinner
- >> 10 Conference Dinner tickets for guests
- >> Up to 200 words in the conference app
- >> Your organisation's logo in the sponsor section on the conference website
- >> Your organisation's logo on digital signage throughout the venue
- >> Final delegate list provided post conference, subject to delegate consent

Name Badge & Lanyard Sponsor

NZD \$6,500 + GST
(approximately 3,500 Euro)

Packages Available: 1

Become the exclusive sponsor of the iPRES 2025 name badge and lanyard— essential tools for fostering meaningful connections throughout the conference. This unique sponsorship offers a high-visibility opportunity to be a part of all meaningful encounters (Tūtaki) during the event. By sponsoring the name badge and lanyard, your organisation will play a key role in facilitating the global connections that drive the future of digital preservation.

Exclusive Benefits:

- >> Logo displayed on conference lanyard in a full colour one-sided print
- >> Logo displayed on the front of the conference name badge in full colour
- >> Your organisation's logo in the sponsor section on the conference website

additional sponsorship opportunities



Welcome Function

NZD \$6,000 + GST
(approximately 3,300 Euro)

Packages Available: 1

Start iPRES 2025 on a high note by sponsoring the exclusive Welcome Function—a night where Tūhono (Connection) truly comes alive. This special evening brings together delegates from around the world to mingle, share ideas, and build relationships in a relaxed and welcoming environment.

Set in the heart of Wellington, the event will showcase New Zealand's famous manaakitanga (hospitality), with a menu crafted by Tākina's talented chefs. Guests will savour the very best of Aotearoa's flavours—fresh, local, and unforgettable. Paired with world-class New Zealand wine, it's an experience that will leave everyone talking.

As the sole sponsor, your organisation will take centre stage at this one-of-a-kind gathering, giving you the perfect opportunity to connect with attendees and make a lasting impression. With only one sponsorship available, this is your chance to host a truly memorable evening at the world's leading digital preservation conference.

Exclusive Benefits:

- >> Your organisation's logo displayed throughout the Welcome Function – on screens and other collateral
- >> Opportunity to speak for no more than 2 minutes at the Welcome Function
- >> Opportunity to provide a prize draw during the Welcome Function
- >> Up to 200 words in the conference app
- >> Your organisation's logo in the sponsor section on the conference website
- >> Your organisation's logo on digital signage throughout the venue
- >> Final delegate list provided post conference, subject to delegate consent

Coffee Cart Sponsor

NZD \$6,000 + GST
(approximately 3,300 Euro)

Packages Available: 1

Wellington is renowned for its vibrant café culture, with (reportedly) more cafes per capita than anywhere else in the world—a true testament to how integral coffee is to daily life here. As the Coffee Cart Sponsor for iPRES 2025, your brand will be front and centre at a dedicated coffee station, offering freshly brewed, high-quality coffee from the iconic Good Fortune Coffee, one of Wellington's most celebrated coffee roasters.

Coffee is more than just a beverage—it's a ritual that brings people together, fuels our conversations, and sparks networking opportunities. The Coffee Cart Sponsor package provides your organisation's branding in a high-traffic area, ensuring your brand is closely associated with one of Wellington's most cherished traditions. Perfect for creating connections, fuelling collaboration, and enhancing the overall conference experience!

Exclusive Benefits:

- >> Logo / custom artwork displayed on coffee cart frontage
- >> Logo / custom artwork included on compostable or reusable coffee cups*
- >> Your organisation's logo included in event floorplans / conference app
- >> Up to 200 words in the conference app
- >> Social media mention
- >> Your organisation's logo in the sponsor section on the conference website
- >> Final delegate list provided post conference, subject to delegate consent

**branding additional cost*

additional sponsorship opportunities



Conference Bag Sponsor

NZD \$5,000 + GST
(approximately 2,750 Euro)

Packages Available: 1

Be the exclusive sponsor of the iPRES 2025 conference bag—a unique opportunity to align your organisation with the theme of Haerenga (Journey). As the conference's signature keepsake, these bags will accompany delegates throughout their time at iPRES and continue their journey home, traveling to countries and communities around the world.

Your sponsorship will ensure that every delegate carries not just materials and memories but also a reminder of your organisation's commitment to innovation and sustainability. By selecting an eco-friendly or sustainable bag option, you'll showcase your dedication to preserving not only digital heritage but also the environment.

This exclusive sponsorship opportunity guarantees your organisation's visibility with a global audience—before, during, and long after the conference concludes. Will your name be the one to journey with them?

Exclusive Benefits:

- >> Logo displayed on the conference bag in a full colour print (1 side only)
- >> Opportunity to include promotional materials in the bag
- >> Your organisation's logo in the sponsor section on the conference website

Bursary Scholarship Sponsor

NZD \$3,500 + GST
(approximately 1,950 Euro)

Packages Available: 15

Support the participation of those whose voices are often underrepresented in digital preservation, such as individuals from Pacific Island nations, Indigenous and other underrepresented communities. By sponsoring the Bursary Scholarship Program for iPRES 2025, you enable these vital contributors to attend, amplifying perspectives that enrich the global conversation on preserving digital and cultural heritage.

In Aotearoa New Zealand, preserving both physical and digital taonga (treasures) are key to safeguarding our unique cultural heritage. By supporting scholarships, your sponsorship strengthens diverse digital preservation practices, and ensures that they are informed by a rich array of cultural values, knowledge systems, and traditions.

This sponsorship represents more than financial support; it is an investment in a future where preservation practices are inclusive, effective and sustainable. By facilitating greater representation, particularly from regions like the Pacific Islands, you help foster a more connected and culturally diverse preservation community, driving meaningful change that benefits generations to come.

Exclusive Benefits:

- >> Your organisation will be acknowledged as a key supporter of the Bursary Scholarship Program, helping cover participation costs for selected delegates.
- >> Your organisation will be provided with an opportunity to make comments regarding the sponsorship and scholarship during the session or break at which bursary scholars are acknowledged.
- >> Your organisation's logo in the sponsor section on the conference website

additional sponsorship opportunities



Keynote Speaker

NZD \$3,500 + GST
(approximately 1,960 Euro)

Packages Available: 3

Showcase your organisation's commitment to digital preservation by sponsoring a speaker or session at iPRES 2025. With only three opportunities available, your sponsorship will connect your organisation with the discussions that shape the future of digital heritage.

Choose a session that best aligns with your organisation's vision by selecting from the key themes of Haerenga (Journey), Tūtaki (Encounter), or Tūhono (Connect). Whether it's exploring transformative journeys in preservation, fostering impactful encounters, or building connections across the global community, your sponsorship ensures your name is front and centre in these pivotal conversations.

This is your chance to stand out and make a meaningful impact at the world's premier digital preservation conference.

Exclusive Benefits:

- >> Your organisation will be acknowledged before and after the session, with the opportunity to provide introductory remarks and introduce the speaker of your chosen session
- >> Your organisation name included alongside the session in the conference programme
- >> Your organisation's logo on conference holding slides during the sponsored session
- >> Your organisation's logo in the sponsor section on the conference website

Juice Sponsor

NZD \$3,000 + GST
(approximately 1,650 Euro)

Packages Available: 1

Support the health and wellbeing of iPRES 2025 delegates with the Juice Fridge Sponsor package. In partnership with The Homegrown Juice Co., a producer of fresh, coldpressed juices, this sponsorship provides a refreshing, natural alternative to coffee.

Offering a selection of nutrient-packed juices, the fridge will be located in a high-traffic area, ensuring your brand is prominently displayed as delegates rehydrate and recharge.

In a conference setting, where long hours of focused discussions and presentations can be draining, juice is a natural, revitalising choice to keep delegates energised and alert. With a focus on wellness, this sponsorship aligns your brand with a commitment to both physical health and mental clarity—essential elements for preserving and advancing the digital legacy of our future. Just as digital preservation ensures the longevity of critical data, supporting delegate wellbeing ensures a productive and successful conference experience.

Exclusive Benefits:

- >> Logo / custom artwork displayed on fridge frontage
- >> Logo / custom artwork on tag, placed on the neck of each juice*
- >> Logo included in event floorplans / conference app
- >> Up to 150 words in the conference app
- >> Social media mention
- >> Your organisation's logo in the sponsor section on the conference website

**branding additional cost*

additional sponsorship opportunities



Day Catering Sponsor

NZD \$3,000 + GST
(approximately 1,650 Euro)

Packages Available: 4

Become a key part of iPRES 2025 by sponsoring the day catering—a vibrant reflection of Kiwi hosting and manaakitanga (hospitality). In Aotearoa, good kai (food) is about more than sustenance; it's a way to connect, inspire, and care for one another.

At Tākina, the food philosophy is “Feeding your success with local, sustainable, and delicious cuisine.” Crafted with fresh, local ingredients, each menu celebrates Aotearoa’s provenance, culture, and talent while minimising environmental impact.

This commitment to sustainability mirrors the goals of digital preservation: safeguarding resources—whether natural or digital—for future generations.

By sponsoring the catering, you’ll help attendees recharge and connect while reinforcing the critical link between sustainability and preservation. Align your organisation with innovation, collaboration, and the shared mission to ensure a thriving, sustainable future for both our planet and its digital heritage.

Exclusive Benefits:

- >> Logo / displayed on signage on catering stations
- >> Opportunity to supply a pull-up banner to be placed alongside catering stations
- >> Your logo displayed on holding slides immediately prior to your sponsored break
- >> Up to 100 words in the conference app
- >> Your organisation’s logo in the sponsor section on the conference website

NZ Made Ice Cream & Sorbet Sponsor

NZD \$2,500 + GST
(approximately 1,370 Euro)

Packages Available: 1

Treat iPRES 2025 attendees to a refreshing taste of Aotearoa by sponsoring locally made ice cream and sorbet. Always a crowd-pleaser, this fun pick-me-up will give delegates a much-needed boost to their busy conference day. This exclusive opportunity not only highlights the unique flavours of New Zealand but also associates your brand with one of the most enjoyable and revitalizing moments of the event. As the exclusive sponsor, your brand will be associated with one of the most popular and enjoyable moments of the conference. With only one sponsorship opportunity available, this is your chance to stand out and leave a sweet impression on a global audience!

Exclusive Benefits:

- >> Logo / displayed on signage on ice cream station frontage
- >> Logo included in event floorplans / conference app
- >> Up to 100 words in the conference app
- >> Your organisation’s logo in the sponsor section on the conference website

additional sponsorship opportunities



Kiwiana Lolly Station Sponsor

NZD \$1,500 + GST
(approximately 825 Euro)

Packages Available: 1

Give delegates a sweet treat and a sugar pick-me-up with the Kiwiana Lolly Station. This sponsorship allows your organisation to be prominently featured at a dedicated pick-n-mix station offering iconic New Zealand sweets, including classics like Pineapple Lumps, Jaffas, Allsorts, and Jetplanes. As the exclusive sponsor, your logo will be displayed on the station, and takeaway lolly bags ensuring maximum exposure to conference-goers as they enjoy a nostalgic taste of Kiwi culture. This is a fun, engaging way to keep delegates energised and boost your organisation's visibility in a high-traffic area. Perfect for those looking to add a touch of local flavour to their conference experience!

Exclusive Benefits:

- >> Logo / displayed on signage on lolly station frontage
- >> Logo / custom artwork on paper pick-n-mix bags*
- >> Logo included in event floorplans / conference app
- >> Up to 50 words in the conference app
- >> Your organisation's logo in the sponsor section on the conference website

**branding additional cost*



exhibition information

Showcase your innovation and be part of the vibrant heart of iPRES 2025, the world's leading digital preservation conference. Exclusive to our Tūi (Platinum), Kea (Gold), and Kiwi (Silver) sponsors, exhibition booths offer a unique opportunity to demonstrate your solutions, spark dynamic encounters (Tūtaki) with global experts, and connect (Tūhono) with a diverse network shaping the future of digital heritage.

Located on Level 1 of the state-of-the-art Tākina Wellington Convention & Exhibition Centre, the exhibition space is perfectly positioned to engage with delegates as they journey (Haerenga) through the conference.

Exhibition Booth Inclusions:

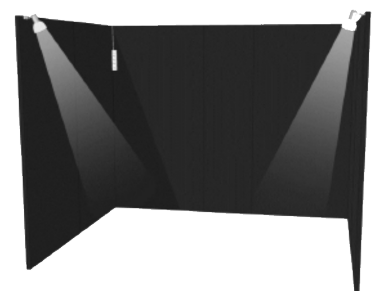
- >> Single booth: 3m x 1.8m with Velcro-receptive panels
- >> Double booth: 6m x 1.8m with Velcro-receptive panels
- >> Lighting
- >> Power (10 amp, 4-plug multi-box)
- >> Trestle table and two chairs
- >> Complimentary Wi-Fi (hard-wired internet available at additional cost)
- >> Exhibitor listing and lead collection function via the conference app

Manaakitanga in Action

At iPRES 2025, we recognise the important role our exhibitors play in creating a memorable and impactful conference. Guided by the spirit of manaakitanga (hospitality), we've designed an experience that ensures you feel supported, valued, and ready to engage with conference delegates.

- >> Dedicated pack-in time: Set up your booth comfortably and with plenty of time to create a welcoming space for delegates.
- >> Exclusive registration time: Collect your name badge and get organised without the rush.
- >> Exhibitor-only catering breaks: Enjoy a 30-minute early break for meals and refreshments, giving you time to relax and recharge before delegates join the exhibition area.

Our commitment to sustainability extends to your experience and we're here to ensure your journey at iPRES 2025 is smooth, enjoyable, and meaningful, so you can focus on connecting and contributing to the future of digital preservation.



Contact Information

For more information on sponsorship opportunities, please contact:



Twelve Conferences + Events
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and Event Management

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We look forward to partnering with you to make iPRES 2025 a pivotal moment for the global digital preservation community. Together, let's create an event that not only leaves a lasting impact but also, like the efforts of the Wellington community and its tūi conservation efforts, inspires positive change for years to come.



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