

CALL FOR EXPRESSIONS OF INTEREST

- ▶ Be associated with excellence in primary care at this stellar event.
- ▶ Promote your organisation or company beyond a single clinical discipline to the broader arena that is primary care.

Introducing...

THE
NEW ZEALAND
PRIMARY
HEALTHCARE
AWARDS
He Tohu Mauri Ora

YOUR INVITATION

You are invited to be a part of the
2025 New Zealand Primary Care
Awards He Tohu Mauri Ora

We're back from a three-year hiatus, looking forward after COVID and keen to celebrate the terrific work of our primary healthcare providers – the primary stars of our health system.

Join with The Health Media, proud publishers of *New Zealand Doctor Rata Aotearoa* and *Pharmacy Today Kaitiaki Rongoā o te Wā*, to show your support for the sector that works hard to improve the health and wellness of New Zealanders.

As a sponsor of this highly successful event, your support will reward those providers who don't just display excellence in their own profession, but who show they are working with other disciplines to provide quality services and improve health outcomes.

PROMOTION: Nov 2024 - Sept 2025

EDITORIAL COVERAGE: Sept 2025 onwards

ENTRIES OPEN: Dec 2024

JUDGING COMPLETE: TBC

AWARD WINNERS ANNOUNCED

AND GALA EVENING: Sat 6 Sept 2025 at
Cordis Hotel, Auckland



GRANT BAI
DIRECTOR, THE HEALTH MEDIA

It is with great pleasure that I announce the return of the independent 2025 New Zealand Primary Healthcare Awards He Tohu Mauri Ora after a three-year hiatus.

These national, independent awards recognise excellence in primary care practice and are aimed at all providers involved in delivering care in the community.

My personal aim is that these awards provide a vehicle to showcase the great work happening in sector. And, more specifically, to highlight opportunities for predicting and detecting health need, rather than finding and fixing. I believe there is great scope for innovation in the prevention and early detection of health risk.

At The Health Media, we know a strong primary care sector is crucial to a successful New Zealand health system both in providing great care for patients and a great work environment for its staff. To this end, *New Zealand Doctor Rata Aotearoa* and *Pharmacy Today Kaitiaki Rongoā o te Wā* have long championed excellence in primary care.

Now, in the wake of COVID and in a time of uncertainty in the wider health sector, primary care continues to break new ground with innovative models of care and use of technology to improve equity, increase accessibility for patients, help people stay well and ensure the sustainability of services.

Suppliers are essential partners in healthcare. These awards give suppliers a platform to have their brand or company associated with excellence in service or product delivery across a range of disciplines.

The future of primary care, and what it can aspire to, will get a national platform through the 2025 New Zealand Primary Healthcare Awards He Tohu Mauri Ora.

I welcome you to join us in celebrating excellence in New Zealand primary healthcare.

BENEFITS

ALIGNMENT

Your brand values will be aligned with promoting and supporting the wider primary healthcare sector. This is a great opportunity to be recognised as a market provider with leadership, commitment, generosity and a real presence in uplifting primary healthcare.

EXPOSURE

With over 500 attendees from across the motu, this event places your brand front and centre with your target sales demographic. Doctors, Nurse Practitioners, Nurses and Pharmacists at the forefront of their professions will have a chance to connect with your company. There is a real opportunity to set the foundation for ongoing collaboration. The exposure continues after the event with a campaign of print and online coverage in *New Zealand Doctor* and *Pharmacy Today* for weeks after.

EXCELLENCE

These are premiere awards that celebrate the best of the best in New Zealand Aotearoa primary care.

- Winners will have demonstrated an astonishing level of achievement and tangible positive impacts on the lives of many New Zealanders.
- All of this proudly supported by New Zealand's best-loved sources of independent news from the primary health sector – *New Zealand Doctor Rata Aotearoa* and *Pharmacy Today Kaitiaki Rongoā o te Wā*. These award-winning national newspapers set the bar for journalism with integrity and a commitment to transparency.
- Your brand will be linked to the very best of the industry – the star performers.
- Position your company or product as a trusted supplier to the primary care community.
- Expand your company or product profile beyond a single professional group.



Pictured: 2021 New Zealand Primary Healthcare Awards He Tohu Mauri Ora, master of ceremonies Jase Te Patu

SPONSORSHIP OPPORTUNITIES

GOLD BENEFITS

- Naming rights for the category
- Recognised as a category sponsor in all print material, which includes:
 - ▶ *Pharmacy Today* newspaper current circulation 1,700+*
 - ▶ *New Zealand Doctor* newspaper current circulation 2,200+**Readership is far greater than actual circulation numbers
- Your organisation name and logo on the winner's trophy and runner's up certificates
- Your logo on all marketing associated with the evening, which includes tickets, programmes, banners and AV presentations
- Organisation logo on all correspondence in relation to entrants, awards and event
- Exposure on the New Zealand Primary Healthcare Awards (NZPHA) website nzphawards.co.nz
- A table of 10 complementary tickets valued at \$2,750 + GST
- A sponsorship paragraph and link to your organisation's page on our website
- Opportunity to present your organisation's award at the Awards event
- Photos and coverage in *Pharmacy Today* and *New Zealand Doctor*
- First preference of your choice of category each year

COST \$15,000 + GST

SILVER SPONSOR

As a Silver Sponsor you will receive the following benefits:

- Recognised as a Silver Sponsor
- The opportunity to be supportive of primary healthcare in New Zealand
- The opportunity to put your sponsorship to a key specific area of the event – Band, MC etc
- Four complimentary tickets to the Awards gala dinner valued at \$1100 + GST
- Recognised as a Silver Sponsor in all print material, which includes *Pharmacy Today* and *New Zealand Doctor* newspapers
- Recognised as a Silver Sponsor on the New Zealand Primary Healthcare Awards event programme and in the AV presentation
- Recognised as a Silver Sponsor on the New Zealand Primary Healthcare Awards website

COST \$10,000 + GST

BRONZE SPONSOR

As a Bronze Sponsor you will receive the following benefits:

- Recognised as a Bronze Sponsor
- The opportunity to be supportive of primary healthcare in New Zealand
- Two complimentary tickets to the Awards gala dinner valued at \$550 + GST
- Recognised as a Bronze Sponsor in all print material, which includes *Pharmacy Today* and *New Zealand Doctor* newspapers
- Recognised as a Bronze Sponsor on the New Zealand Primary Healthcare Awards event programme and in the AV presentation
- Recognised as a Bronze Sponsor on the New Zealand Primary Healthcare Awards website

COST \$6,000 + GST