

Sponsorship Proposal

♀ Living Your Best Life *During the Menopause Transition*

Tauranga Boys College | Saturday 23rd August 2025

www.menopause-bestlife.nz



Menopause Topical Speakers | Lifestyle Demonstrations | Exhibition



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Vision for 'Best Life'

This unique event will focus on creating an increased awareness of the vast intricate topic of Menopause/Ruahinetanga. It will do this by educating a broad spectrum of attendees from individuals and their Whanau to corporate groups.

The Best Life event will showcase a variety of information sharing options via:

- Hosting a variety of expert topical menopause speaker tutorials throughout the day
- Lifestyle related demonstrations will be included throughout the event
- Exhibition will showcase suppliers of menopausal related services/products

All of which will provide specialist literature, information, support and so much more.



Background

Based on figures from the June 2023 census, there are 2.6 million females in Aotearoa and their median age is 39 years. Generally, the average age that women will approach their peri-menopausal journey is within their early 40's (sometimes in their 30's). The average age where women reach the Menopause/Ruahinetanga stage is 52. Therefore, a significant number of women will be approaching this time of change in just a few years' time.

Approximately 70% of women will experience significant symptoms during this phase of their lives, with remarkably less than 50% opting to visit their GP's. Sadly, one in four cases will be severe. These statistics suggest that many women may either be suffering in silence, or they are just unaware of whom to reach out to for help or support.

I am passionate about wanting to help other women on their own personal journey – not only due to my own personal experiences of reaching the peri-menopause stage. But, also due to the unique experiences of my mother and my numerous friends' own journeys too. All of which have encouraged me to create **'Living Your Best Life – During The Menopause Transition'**.

Objectives

- **I believe that my vision can be achieved by implementing the following:**
- The Event will be supported by a good range of **Topical Professional Keynote Speakers** (menopause experts) with the Headliner having a Q&A session, which will create a greater appeal of both the theme and the event. Our speakers will have a greater awareness for discussion of the various symptoms or the peri/post menopause and would aim to educate and communicate strategies that could possibly be put in place to reduce such symptoms. Our speakers will share the many faces of the peri/menopause journey, through their own eyes or other people's personal/professional experiences. This event will be an opportunity to educate individuals, their whanau and even employers, so that they may provide support and empathy when required.
- **Topical Lifestyle Demonstrations** opportunities will take place during the day and will highlight ways in which we can improve our wellbeing, through nutrition, exercise and lifestyle.
- **The Exhibition** will showcase a variety of businesses, organisations and local authorities that promote women's health, fitness and wellbeing. They will be able to host their range of products and services, and will highlight the tools, resources, information and the support that is currently available within this industry.
- **My vision** for this first event, is for it to be a great success with every attendee leaving feeling optimistic, equipped and ready to embrace their own menopausal journey. If this event is hugely successful, I would hope to run it as an annual NZ roadshow nationwide event.





Venue & Event Structure

What, When, Where

Our first **'Living Your Best Life – During the Menopause Transition'** will be held at **Tauranga Boys College** in Tauranga on **Saturday 23rd August 2025**.

The doors will open at 9.00am and the event will commence at 9.15am with our very own local Meno Doctor expert Dr Linda Dear, whom will be focussing on the topic of 'Menopause in the Workplace', which will be aimed at both the corporate market and the public in general. Our additional various topical keynote speakers and lifestyle demonstrations will continue throughout the day from 10.30am onwards. Our headline speaker will commence at 3.00pm and will conclude the event at approx. 4.30pm after a Q&A panel session. The Exhibition will be on-going throughout the day, with special emphasis during the lunchtime period.

Ticket information:

Early Bird Tickets will be made available from April 2025.





Venue & Event Setup

Reception

All attendees can register their arrival (if pre-booked), pay for their attendance (if not pre-booked), collect the events program and purchase goodie bags at Reception.

Meno Tutorials

The Menopause Tutorials will be conducted within a theatre style format, with both staging and AV.

All speakers will be focusing on key topic(s), of which they are both specialists/qualified in. Our speakers range from being; doctors, nutritionists, wellbeing and fitness gurus.

Catering

Attendees can either; pre-purchase picnic lunchboxes, bring their own lunch or utilise the basic catering facilities (coffee/cakes/snacks) that will be available around the function spaces.

Logistics

Tauranga Boys College is an ideal venue for this event, as it can cater for a reception area, conference style and exhibition halls. It is also very central, with great parking facilities and is easily accessible by car/public transport.



Sponsorship Options

♀ Option 1

Sponsor a Speaker Session @ \$1,500 (30/45 mins)

What is included?

- Exhibition Stand (size will depend on package taken)
- 2x tickets for the event
- 5 min speaker slot for your company/brand (sponsor can provide a speaker for this, or our Compere can do this)
- Company's own branded pop up stands can be assembled on stage during their sponsored session
- Company logo and biography will be displayed within the Event Program
- Company logo and biography will be displayed on the Sponsor's Page on the event website
- Company logo will be displayed via all media channels, literature & marketing materials
- Company logo will be displayed on all our regular e-marketing and social media campaigns
- Company logo will be displayed on the Sponsor Branding Boards

♀ Option 3

SOLD

Event Programme Sponsor @\$1,500

What is included?

- 2x tickets for the event
- An Editorial, Company logo and biography will be displayed on the inside cover of the Event Programme
- Company logo and company biography will be displayed on the Sponsor's Page on the event website
- Company logo will be displayed via all media channels, literature & marketing materials
- Company logo will be displayed on all our regular e-marketing and social media campaigns
- Company logo will be displayed on the Sponsor Branding Boards

♀ Option 4: Bespoke Packages

Why not discuss your own bespoke package that will suit you?

♀ Option 2

SOLD

Goodie Bag Sponsor @ \$1,000 - SOLD

What is included?

- 2x tickets for the event
- Company logo will be displayed on all bags
- Company logo and biography will be displayed on the Sponsor's Page on the event website
- Company logo and biography will be displayed within the Event Program
- Company logo will be displayed via all media channels, literature & marketing materials

Benefits of Becoming Involved

Whether participants are a guest speaker or a sponsor, this event will enable them to:

- The Exhibition will offer their company a great opportunity to connect with both existing/new customers/prospects through face to face engagement, rather than cold calls & e-marketing
- The Exhibition will offer the opportunity for their company to interact with attendees to inform them of products/services/offers within a more relaxed atmosphere
- Their company will have the opportunity to network with like-minded individuals from similar professions/organisations
- All the above will offer the potential for growth in sales leads and actual sales, in addition to forging new relationships and cementing existing ones
- Company logo will be displayed on all our regular e-marketing and social media campaigns
- Company logo will be displayed on the Sponsor Branding Boards



Any questions?

Get in touch with Sara:

E: hello@menopause-bestlife.nz

P: 027 252 2657



Advertising & Exposure

Event Program Advertising

There will be opportunities for businesses to advertise their relevant products/services within the Event Program, even if they are not sponsoring/attending the event.

Menopause Tutorial Sessions

Various topics will be discussed during our Keynote Speaker sessions. Eg:

- Exercise to Energise Not Exhaust (quote: Dr Wendy Sweet PhD)
- Live in Harmony with Your Hormones
- Support Strategies for the Peri/Post/Menopause
- Eat to Ease the Menopause
- MHT/HRT & Holistic Alternatives
- General Wellbeing through the Peri/Post/Menopause
- Wahine in Menopause/Ruahinetanga

Marketing Practices to Attract Attendees

(*) – Budget allowing

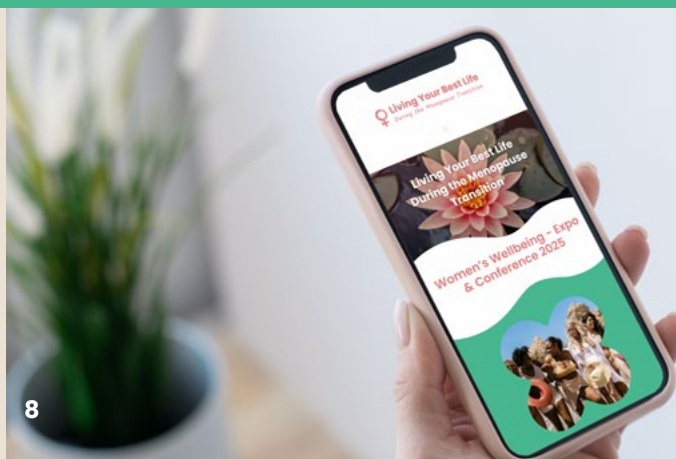
A strategic SMART marketing campaign will be implemented to include:

- Event Website – www.menopause-bestlife.nz. The 'Living Your Best life – During the Menopause Transition' website will include all the latest sponsors guest speakers, logos and company information.
- All news/blogs etc will be updated on a regular basis
- Regular posts on social media channels (FB & Insta)
- A social chat media platform will be created, to encourage topic discussion leading up to the event
- Advertise in local press (eg; SunLive, including editorials)
- Advertise in local mags eg; Uno (*)
- Advertise on roadside digital panels (*)

- Advertise on side of roadside (cardboard stands)
- Advertise on local radio (*)
- e-marketing initiatives
- Incentives for referrals
- Contact bloggers/influencers within the field and keep them updated with regards to updates/news
- Encourage organizations such as the DHB, Tauranga City Council, Port of Tauranga etc... to keep their employees informed of updates of the event
- Encourage and prompt all whom are involved with the event, to promote the event to their databases (eg; can customize newsletters for this purpose)

Expenditure Considerations

- Venue Hire
- AV Equipment & Staging Hire
- Security
- Staffing
- Themed t-shirts for staff
- Ticketing
- Furniture (eg; trestle tables/poseur tables/chairs/sofas)
- Speaker fees/expenses
- Website
- Pre-Event Marketing & Advertising
- Social Media
- Literature/Event Programs etc..
- Bags
- Pop Up Stands, Sponsor Boards
- Liability Insurances
- Signage



Meet Sara – ‘Best Life’ Director

I’m Sara, I’m in my 50’s and originally from Cardiff (UK). I am married to Peter and we have a teenaged daughter. We emigrated to NZ in January 2020 and arrived in Tauranga with just a suitcase each. However, after just three weeks of living in a rented holiday home, we found our first apartment, enrolled our daughter into school, purchased vehicles and secured a business premises within a prime location. I am both grateful and very proud to say that our pool and spa business (Tauranga Pool & Spa) is proving to be successful and we are all very happy and settled here. My role within our business include; sales, marketing, book-keeping and general admin activities.

My previous career encompassed approx. 20 years of sales related roles within various 4 & 5 Star hotels/resorts and I then became the Convention Bureau Manager for the City of Cardiff, which involved competing against other UK/European Cities for business tourism events. When we decided to start a family, I ventured into working freelance. My business was called ‘Cardiff Conferences and Events’ and I worked alongside various venues and businesses in the City in terms of organising events, gaining sponsorship for events or attracting events to local hotels/venues.

However, now that we are settled in Tauranga, I would also like to venture out and do a little something for ‘me’ – which I am hopeful, will in turn also help others.

‘Living Your Best Life – During The Menopause Transition’ was born not only due to my own personal experiences of approaching the menopause transition, but also to my mother’s and many friends unique personal experiences too. The creation of this event came about due to my idea of pulling both my previous skills of event management and my passion of wanting to help other women on their own personal journey’s together.

OBJECTIVES FOR BESTLIFE:

‘Living Your Best Life – During The Menopause Transition’ will be supported by a good range of Topical Menopause Expert Speakers which will create a greater appeal of both the theme and the event. Our speakers will have a greater awareness for discussion of the various symptoms or the peri/post menopause and would aim to educate and communicate strategies that could possibly be put in place to reduce such symptoms. Our speakers will share the many faces of the peri/menopause journey, through their own eyes or other people’s personal/professional experiences. This event will be an opportunity to educate individuals, their whanau and even employers, so that they may provide support and empathy when required.

LIFESTYLE DEMONSTRATIONS

Lifestyle Demonstrations will take place during the day and will highlight ways in which we can improve our wellbeing, through nutrition, exercise and lifestyle.

EXHIBITION

The Exhibition will showcase a variety of individuals and businesses that promote women’s health, fitness and wellbeing. They will be able to host their range of products and services, and will highlight the tools, resources, information and the support that is currently available within this industry.

VISION:

My vision for this first event, is for it to be a great success with every attendee leaving feeling optimistic, equipped and ready to embrace their own menopausal journey. If this event is successful, I would hope to run it as an annual NZ roadshow nationwide event. With the help and support from; our sponsors, speakers, partners, acquaintances and our precious friends and family – I am super excited about pulling this unique and exciting event together, as well as meeting more individuals from our wonderful local community.



Sara Llewellyn-Evans
‘Best Life’ Event Director

Interested in getting involved?

 **Living Your Best Life**
During the Menopause Transition



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