

Festival of Innovation
Sponsorship Options 2027

Daybreakfestival.nz

Wait. What? Wow!

DayBreak



DayBreak Festival of Innovation

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Priority One is pleased to be delivering DayBreak Festival of Innovation 4.0 in 2027. This ever-growing event is the ideal way to kick into a new year. It's a one-of-a-kind opportunity to support Tauranga and the Western Bay, and grow your brand engagement and visibility through our innovation ecosystem. Join us as we continue to establish this as an annual highlight, both locally and around Aotearoa New Zealand.

About DayBreak

DayBreak Festival of Innovation brings together people from a diverse range of sectors, communities and interests. We want to help people build networks across Tauranga and the Western Bay of Plenty, develop skills and knowledge, and get their year off to an energising, inspiring start. It's about growing awareness, excitement and buzz about innovation in our region, and while the event is distinctively local, we deliver a world-class experience that supports Tauranga's positioning as a leading innovation destination.

As a sponsor, you can help shape DayBreak and maximise the value for your people and brand.

DayBreak's format is conference-like, with keynote and breakout sessions, but with a distinctive approach developed via experimenting and refining through its three iterations, and our relentless focus on participant experience and value.

Core to the DayBreak offering is:

1. 'Innovation' – doing new things to create benefit, as a unifying theme, bringing together people from a broad range of sectors, roles and communities
2. A high-quality programme showcasing local success as well as expertise from here and around New Zealand
3. Attention to attendee experience (beyond the brilliant speaker and workshop programme), with features such as the Downtown Lunch vouchers and Sundowner finale
4. A local, collaborative approach that is 'for and by' the regional innovation ecosystem (40+ organisations came together to deliver DayBreak 2025).
5. Ticketing that enables access and inclusivity, with low price point and option to share .
6. A strong brand and identity – not only visually, but how it feels to participants.

WATCH 2026 HIGHLIGHTS

If innovation, collaboration and dynamism are important to your values and brand, and you have key audiences in Tauranga and the Western Bay, then DayBreak offers a valuable opportunity to partner with Priority One.

Let's create New Zealand's best business event together!



Daybreak 2027 Event Description

Date

Wednesday 24 February 2027

Location

The University of Waikato's Tauranga Campus on Durham Street.

Format

A one-day, conference-style event, with a mix of keynote speakers, breakouts and workshops, and networking. Expect many elements differentiating it from your BAU conference!

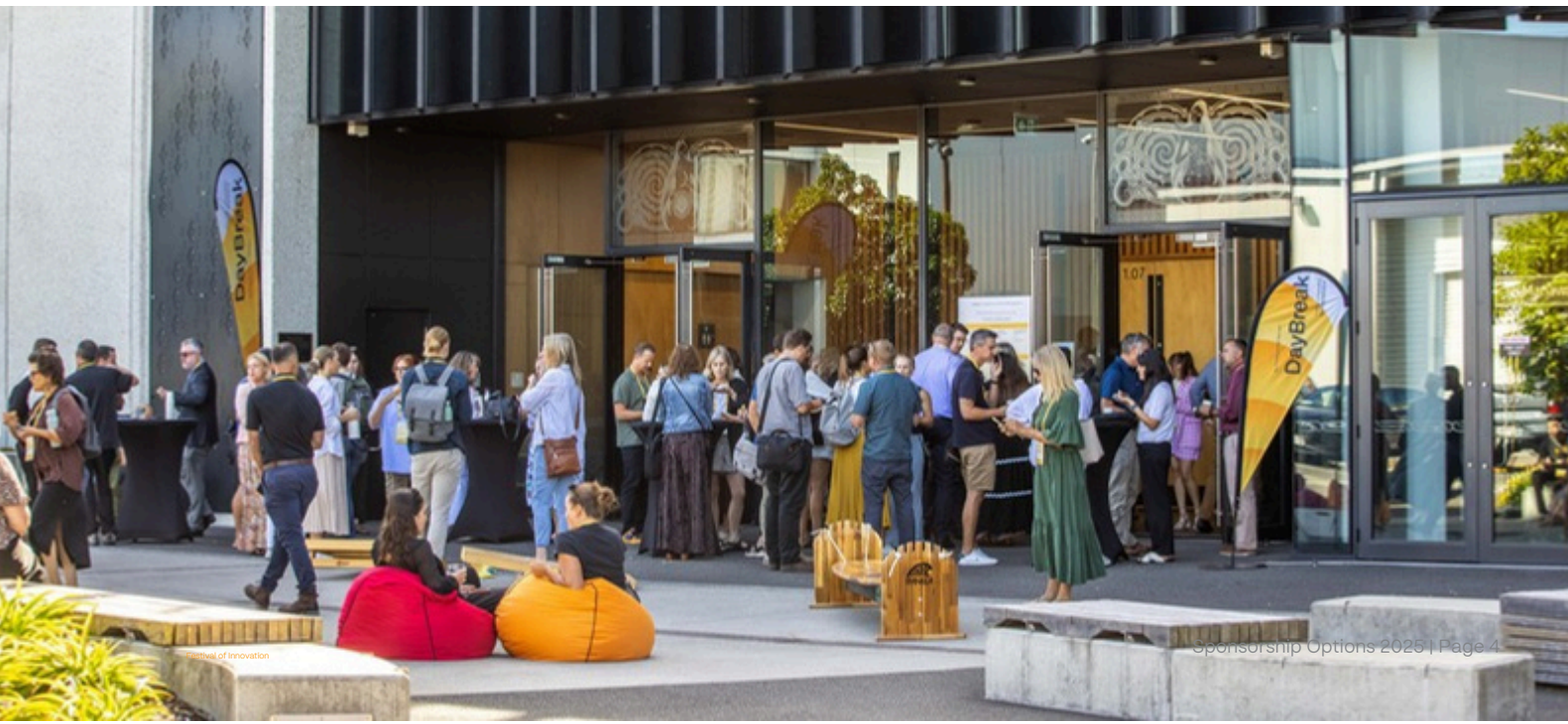
Target Audience

Our core audience is knowledge workers (for example, professionals, managers, scientists, innovators, creatives, developers, engineers, marketers, leaders, investors, students and educators) – largely from Tauranga and the Western Bay of Plenty.

They'll be attending to get great-value professional development and meaningful networking opportunities. For 2027, we are aiming for approximately 300 participants (our venue capacity).

Ticketing

Pricing is designed to ensure accessibility for smaller organisations, and encourage team attendance. Tickets can be shared, and at this stage, we intend to retain last year's price – \$155+GST early bird, and \$215 full price. This incredible value is only achievable with the support of our major sponsors!



Daybreak 2027 Programme

Our theme for 2027 is: Wait. What?. Wow!

We have locked in a high-profile keynote speaker (who we can't reveal just yet!) and have a brilliant programme in development. Sponsors will have the opportunity to be part of our programme design, and to suggest speakers and topics.

(See our 2026 lineup on page 8).

Key features of our 2027 event

- One-day format, based at the University of Waikato Tauranga Campus. This was one of the top-rated features of our event in 2026!
- A mix of keynote sessions with full audience, and breakout sessions that provide the opportunity for deep-dives into specific areas.
- The famous DayBreak Downtown Lunch, where we give participants vouchers to spend at city centre eateries.
- Finishing the day with the Sundowner networking event – a chance to relax and socialise while experiencing an eclectic showcase of our region's innovation and creativity.
- Supporting events that are also part of the DayBreak experience:
 - The DayBreak Launch Party, where we'll be celebrating tickets going on sale, and spreading the word about what people can expect in 2027.
 - DayBreak After Dark, where we can kick back and relax after the formal part of the DayBreak programme finishes.
 - DayBreak Conference App
This year we are trialling a new conference app, making it easier for people to get information, make connections and engage in the day.



Sponsoring DayBreak 2027

We invite you to come on board as a sponsor of DayBreak 2027. We've designed options to suit a range of businesses. As a sponsor, you're supporting an event that grows connections and enhances our regional reputation as a great place to work and do business.

Our three sponsorship categories:

- **Dawn Headline** (major) \$7,500 – one available
- **Sunrise** \$3,500 – five available
- **High Noon** (lunch sponsor) \$3,500 – one available

Direct benefits to your business or organisation:

Profile

DayBreak offers the ideal opportunity to profile your company across Tauranga and the Western Bay's innovation ecosystem – with attendees on the day, at related events (eg the Launch Party), and also through strategic marketing and communications (advertising, social media, web, e-newsletters, and promotions through media).

People

DayBreak is a chance to engage your team in high-quality professional development and networking, without travelling out of town. As a sponsor you get complimentary tickets, as well as exclusive "super early bird" rates for additional tickets. You can be part of the programme design process, helping define what topics we cover.

Partnership

Priority One is a trusted partner. We invest in DayBreak significantly ourselves, and run the event on a not-for-profit basis. We have demonstrable success in delivering high-quality, popular business events (including, of course, the first three iterations of DayBreak!)

Sponsorship Benefits

Sponsorship Type

Benefit	Description	Dawn	Sunrise	High Noon
Speaking	Allotted time to speak at launch and at event	YES	YES	NO
Profile	Logo on signage, print, digital, presentations, and feature in P1 Comms	YES	YES	Exclusive on lunch collateral
Complimentary Tickets	Free tickets to DayBreak (full value \$215+GST)	5	2	2
Priority One Video	Priority One makes a video focused on your organisation on a jointly agreed innovation topic	YES	NO	NO
Programme Design	Opportunity to contribute to programme design, workshop selection etc	YES	YES	YES
Own a Room	Opportunity to 'brand' one of the workshop or plenary rooms for the day (hosting, collateral etc)	YES (keynote)	YES (breakout)	NO
Super Early Bird Tickets	Special rate for additional tickets purchased	YES	YES	YES
Exclusive Invites	Invites to DayBreak associated events and info sessions	YES	YES	YES

Priority One platinum & gold members qualify for a discount on these options:

Dawn = \$6,000, Sunrise = \$2,500, High Noon = \$2,500

Other Priority One members qualify for a 10% discount:

Dawn = \$6,750, Sunrise = \$3,150, High Noon = \$3,150

Timeline

1. Key sponsors confirmed August 2026
2. DayBreak 2027 save the date Late August 2026
3. Patron tickets on sale Late August 2026
4. Call for sessions opens September 2026
5. Tickets on sale Late October 2026
6. DayBreak Launch Party Early November 2026
7. DayBreak Event February 24, 2027

Next Steps

If you are keen to support DayBreak, or just want to find out more, please get in touch. Key contacts at Priority One:

- Shane Stuart, Innovation Manager (shane@priorityone.co.nz)
- Kathryn Scholes, GM Communications & Engagement (kathryn@priorityone.co.nz)

If none the above quite works, we are happy to explore other options and ideas. Just contact Shane or Kat to discuss.



DayBreak Programme 2026

DayBreak – Festival of Innovation 2026 Programme

8:30	Mihi whakatau and festival introduction (lecture theatre, level 2)					
9:00	Festival keynote: Turning Signals into Strategy, Melissa Clark-Reynolds (lecture theatre)					
10:00	Morning tea break (level 1)					
10:45	<p>Startup Secrets: From the Bay to the Big Time</p> <p>● Lecture theatre</p> <p>Panel with chair: Nina Le Lievre, Enterprise Angels</p> <p>Panelists</p> <ul style="list-style-type: none"> • Steph Kennard Bonnet • Trevor Stuthridge Cetogenix • Steve Saunders Robotics Plus 	<p>Artificial Intelligence – Real Experience</p> <p>● Room 2.08</p> <p>Workshop and panel with facilitator: Corey Rubenstein, Crayon</p>	<p>Leading within Complex Systems for Powerful Change</p> <p>● Room 2.09</p> <p>Workshop with facilitator: Jo Wills, Sustainability Options</p>	<p>Future-ready Organisations: Critical Success Factors for Intrapreneurship</p> <p>● Room 2.12</p> <p>Workshop with facilitator: Jeannine Walsh, Beca</p>		
12:15	The DayBreak Lunch (Use your lunch voucher at a participating eatery of your choice)					
2:15	<p>Under the Hood: What it Takes to Grow a Competitive Organisation</p> <p>● Lecture theatre</p> <p>Panel with chair: Tanya Drummond, Sharp Tudhope</p> <p>Panelists</p> <ul style="list-style-type: none"> • Kevin Flint Oasis Engineering • Sam Kidd LawVu • Larissa Hodgson Trimax 	<p>Turning an Idea into a Scalable Business</p> <p>● Room 2.09</p> <p>Workshop and panel with facilitator: Rob Dorey, BSP Advisory</p>	<p>Be Open to Possibility: Small Shifts, Big Impact</p> <p>● Room 3.08</p> <p>Workshop with facilitators: Jules Simpson, Thrive People and Brad Hook, author, speaker & podcaster</p>	<p>Sparking Action: 4 Simple Brand Tools for Influencing Behaviour</p> <p>● Room 2.12</p> <p>Workshop with facilitators: Tom Lear, Society and Alex Metson, Office Party</p>	<p>The Role Clarity Roadmap: From Whiteboard to Reality</p> <p>● Room 2.08</p> <p>Workshop with facilitator: Josh Turner, Culture Fuse</p>	<p>Community-Driven Approaches to Building Youth Capability</p> <p>● Room 2.13</p> <p>Workshop with facilitator: Jay Thema, Kia Mau Charitable Trust</p>
3:45 – 6:00	The Sundowner – festival finale (Room: Te Manawaroa) Networking with creative drinks, canapes and a showcase of multi-sensory, interactive displays					

DayBreak 2026 in Numbers



23

City centre eateries

50

Local businesses
involved in delivery

298

Attendees

(263 in 2025, 193 in 2024)

100%

Liked or loved DayBreak 2026
rating it 4/5 or 5/5

20

Organisations sending
three or more people

130

Different businesses and
organisations attended

11

Patrons



DayBreak 2026 Attendees

A total of 298 people attended DayBreak 2026. This comprises 184 tickets sold, with the balance being complimentary (e.g. staff, speakers, sponsors, supporters, VIPs). Tables 1 and 2 (below) give more information, demonstrating a broad mix of sectors/organisations and roles.

Table 1 DayBreak 2026 Attendees by Organisation Type

Sector	N
Tech	52
Education	42
Professional Services	38
Consultant/contractor	37
National and Local Govt	17
Marketing / comms	17
Priority One Team	15
Construction	14
Engineering	13
Tourism and Hospitality	13
FMCG	9
Freight/Logistics	9
Primary Industries	8
Community	8
Other	6
Total	298

Table 2 DayBreak 2026 Attendees by Organisation Type

Role Type	N
Specialist (not managerial)	76
C-Suite/Senior Manager	39
Manager	39
CEO/GM	26
Founder (or founder plus other roles)	20
Other/Unknown	20
Director	18
Self employed/ consultancy/contractor	17
Admin/Secretarial	15
Teacher (secondary)	14
Student (secondary or tertiary)	12

“The energy! Everyone was so nice and optimistic about the future of Tauranga.”

A big thanks to our 2025 sponsors:



What did you love about DayBreak 2026?



"There's a lot to like about DayBreak! I like the focus on sustainability, the lunch voucher to help a variety of local businesses, the amazing community of people, the variety of topics/areas of innovation, the mix of listening and interacting... And the Sundowner was epic!"

"Building connections with amazing people in this region. Hearing the raw stories about how others have done it."



"I really enjoyed learning from people from such different industries and different roles – there are such interesting crossovers in every industry, e.g. a marine scientist who is working to find cancer cures and the amazing attributes of seaweed!"



"The lunch vouchers were a great idea and participants recognised each other at the various eateries and conversations flowed."







Join us


Sponsorship opportunities are now available, and we invite you and your business to be part of **DayBreak – Festival of Innovation 2027!**

Let's come together to create a truly innovative experience, where our communities can connect, learn and be inspired.

WATCH 2026 VIDEO

 Website
daybreakfestival.nz

 Email
info@priorityone.co.nz

 Instagram
[@priorityonetga](https://www.instagram.com/priorityonetga)
[#daybreak](https://www.instagram.com/explore/tags/daybreak)

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