NATIONAL ROAD CARRIERS (Inc)

90 YEARS LEADING ROAD TRANSPORT

ELEVATE THE 90 YEAR JOURNEY

SPONSORSHIP PROPOSAL

Elevate your brand with National Road Carriers Association as we acknowledge 90 years of supporting the road freight industry and partner in the celebration to future proof the next 90 years.

5 OCTOBER 2026 – 5 OCTOBER 2027

LEADING ROAD TRANSPORT FOR 90 YEARS

As National Road Carriers Association enters our 90th year representing New Zealand's road freight industry, we reflect on the nine decades of change — economic cycles, regulatory reform, fuel shocks, infrastructure rebuilds, workforce shortages and political transitions.

Now more than ever, freight must not become an afterthought. New Zealand depends on a safe, productive and resilient road freight system.

As we celebrate 90 years of representing New Zealand's road freight industry, we are not only recognising NRC's proud history, but also investing in its future, ensuring we can continue to advocate for operators, deliver valuable services, and strengthen the industry for decades to come.

We invite you to partner with us as a sponsor to enhance the visibility and impact of this landmark event, elevate your brand alongside NRC's strategic goals.

Ian Newey

BOARD CHAIR

WHY PARTNER WITH NRC?

Connect with the businesses that keep New Zealand moving

For 90 years, National Road Carriers has represented New Zealand's road freight industry, advocating for transport operators while providing the advice, support and commercial benefits they rely on every day.

Our 90th Anniversary is more than a celebration. It is a year-long campaign recognising the industry's past while helping shape its future. Through a coordinated programme of events, digital content, media, webinars and industry engagement, the campaign will reach **NRC's membership businesses as well as thousands of transport operators associated businesses and industry stakeholders across New Zealand.**

WHY SPONSOR THE CAMPAIGN?

Reach industry decision-makers
Connect with approximately 1,500 member businesses and extend your brand to thousands more transport operators nationwide through a year-long multi-channel campaign.

Build credibility
Position your organisation alongside one of New Zealand's most respected industry associations and demonstrate your commitment to the future of the transport industry.

Gain year-round exposure
Benefit from a 12-month programme of events, webinars, digital campaigns, videos, media coverage and member communications.

Support the future of freight
Help champion initiatives focused on safety, productivity, workforce development, innovation and sustainability.

LOOKING BACK OVER THE PAST 90 YEARS

1936

FOUNDED TO GIVE OWNER-DRIVERS A VOICE.

Twenty-nine Auckland owner-carriers established National Road Carriers to represent small operators who lacked influence and bargaining power, creating a united industry voice.

1940s

SUPPORTING OPERATORS THROUGH WARTIME.

NRC helped road transport businesses navigate fuel rationing, licensing restrictions and the challenges of keeping essential freight moving during and after World War II.

1950s

GROWING INDUSTRY REPRESENTATION.

As New Zealand's economy expanded, NRC strengthened its membership and advocacy, becoming an increasingly influential organisation for commercial transport operators.

1960s

CHAMPIONING PROFESSIONAL STANDARDS.

NRC continued advocating for fair regulation and better operating conditions while supporting the modernisation of the road freight industry.

1970s

PROVIDING PRACTICAL BUSINESS SUPPORT.

Beyond advocacy, NRC increasingly became a trusted source of advice on compliance, licensing and day-to-day operational issues for members.

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1980s

SUCCESSFULLY NAVIGATING TRANSPORT DEREGULATION.

Following major industry deregulation in 1983, NRC helped operators adapt to a far more competitive commercial environment while continuing to represent their interests.

1990s

BUILDING A STRONGER NATIONAL VOICE.

NRC played a key role in national industry representation, including becoming a founding member of the Road Transport Forum, ensuring operators had influence on transport policy.

2000s

EXPANDING MEMBER SERVICES.

NRC evolved from primarily an advocacy body into a professional comprehensive business partner, offering employment advice, compliance support, cost modelling and commercial assistance. A major nationwide truck protest in 2008 saw 4,500 truckies drive into NZ cities to successfully oppose overnight road user charge increases.

2010s

LEADING ON SAFETY AND PRODUCTIVITY.

NRC became a respected voice on infrastructure investment, road safety, heavy vehicle productivity and practical regulation, regularly engaging with government and industry agencies. NRC was heavily involved in getting HPMV over the line and truck and trailer combinations increased from 80kph to 90 along with the rest of class 523-meter, 9 axle unit proforma & 50 max being the norm.

2020s

STRONG ADVOCACY DURING UNPRECEDENTED CHANGE.

NRC has evolved as a standalone association that delivers member services and advocates to regional and central government with an independent voice. An expanded suite of tools and services is on offer for members including the Customisable Cost Index especially through COVID. Significant campaigns led by NRC have focused on Road User Charges, supply chain issues, workforce shortages and infrastructure challenges.

SPONSOR
LOGO HERE

Align your brand with a legacy of excellence and innovation

Align your brand with a legacy of excellence and innovation in the transport sector by sponsoring NRC's 90th anniversary. Join us in celebrating past achievements and setting the stage for future growth.

Your support will not only enhance the impact of this campaign but will also strengthen your strategic presence in the industry.

By sponsoring this campaign, you will play a crucial role in shaping the future of the transport industry while gaining significant exposure and engagement opportunities.

We look forward to partnering with you in celebrating NRC's 90 years of excellence.

WHAT DOES NRC DO?

1.

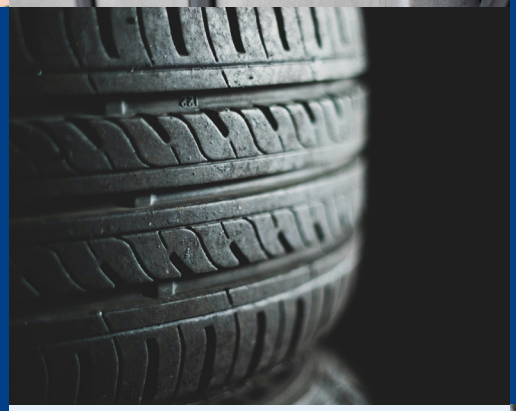
ADVOCATE:

Our deep industry expertise make us a trusted advisor to central and local government on road transport. We help shape practical policy and regulation that supports a safe, productive and sustainable freight industry.

2.

BUSINESS ADVICE AND PRACTICAL SUPPORT:

We help members navigate an increasingly complex operating environment with a range of compliance and business support including legal, contractual and cost modelling.



3.

SAVINGS ON ESSENTIAL BUSINESS COSTS:

Our strong national network and committed industry partners help our members to save with bulk purchasing discounts.

4.

MEMBER ENGAGEMENT AND NETWORKING:

Our regular industry communications and informal social events through to conferences and seminars are all designed to increase member knowledge and provide networking opportunities.

THE CAMPAIGN

Elevate Your Brand across this multi-channel campaign

Based on the concept of elevating the 90 year journey and future proofing the next 90 years, a 12-month phased campaign is planned to deliver prolonged value to sponsors. A range of activities are planned for release across a number of communication channels such as webinars, videos, digital, social media, hard media and events.

There are plenty of opportunities for sponsors to be involved and elevate / showcase your brand including:

DIGITAL CAMPAIGNS AND PROMOTION

A series of content campaigns designed to raise the profile of our sector, celebrate our successes and elevate us into the future.

1. **Launch Initiative:** The 90th year will kick-off with a celebration launch-initiative on 5th October 2026, featuring the unveiling of the 90th-anniversary logo, strategic themes and campaign objectives.

2. **90 stories in 52 weeks:** A range of stories will be shared throughout the year (90 in total) covering topics including haulage history, interviews with heroes of the industry, photo throwbacks, fast forward innovation and thought leadership.

3. **Workforce Videos:** Original video content will focus on attracting new talent, with career advice, personalised interviews about industry opportunities, and “onsite action” videos of NRC members.

4. **Media Campaigns:** A series of media campaigns will be rolled out, including interviews with industry veterans and emerging leaders, sharing insights and projections about the transport sectors' future.

WORKSHOPS

The following examples demonstrate the types of capability-building workshops that could form part of the campaign. The final programme will be developed in partnership with sponsors and aligned to the priorities of NRC members and the wider road freight industry.

5. **Stay Compliant, Stay Moving workshop**
6. **Fleet Efficiency & Future Fuels Forum**
7. **Building Tomorrow's Transport Workforce**
8. **Industry Innovation Showcase**

EVENTS

9. **Black Tie 90 Year Anniversary Dinner:** An upscale gala event, this black-tie dinner will reflect on past achievements, celebrate current successes, and making strategic announcements for the future.

ELEVATE VALUE WITH OTHER IDEAS

We are keen to codesign inclusions with sponsors in areas of common interest and mutual benefit to NRC Members. Some ideas still in development include:

10. **Keynote speakers and MC at Black Tie 90 Year Anniversary Dinner**
11. **Industry Recognition:** this initiative will honour longstanding members and contributors who have played pivotal roles in the transport sector, reinforcing the theme of celebrating achievement and leadership.
12. **Competition + Giveaway Sponsors**

CUSTOMISED PARTNERSHIPS AND GENERAL PACKAGES

WHO IS INVITED TO JOIN THE JOURNEY?

- Members & Associates
- Existing Partners
- Professional Services (Accountancy, Legal, Human Resources, Insurance, Health and Safety)
- Insurance Companies
- Asset Finance Services
- Fuel Suppliers
- Repairs and Maintenance Suppliers
- Equipment Suppliers and Manufacturers
- Technology Providers
- Business Services Suppliers

CUSTOMISED PARTNERSHIPS

We’re offering sponsors the opportunity to tailor a sponsor package co-designed with you. Have an idea for a special event, initiative, campaign or topic, designed with your target customers in mind? Collaborate with us on a tailored mini campaign to give your brand elevated exposure. Talk to us about your idea and we can go from there!

PAYMENT OPTIONS

General Payment Terms: 20th of the month following signed contract.
Optional: We can discuss the option to make instalment payments available which would ideally fit with your budgets and timeframes.

12 MONTH CAMPAIGN - GENERAL PACKAGES

TIER INVESTMENT	**PLATINUM** **$20,000 + GST**	**GOLD** **$15,000 + GST**	**SILVER** **$7,500 + GST**	**BRONZE** **$3000 + GST**
GENERAL BENEFITS				
Exclusivity	Exclusivity as the only sponsor in your category	Maximum of four sponsors in your category	No exclusivity	No exclusivity
NRC Website	Your logo, a 40-word blurb, a photo gallery (up to 4 supplied images) or video embed (supplied) and a link to your website included on our campaign website.	Your logo, a 20-word blurb and a link to your website included on our campaign website.	Your logo and hyperlink included on our website.	Your organisation's name mentioned on our website (no logo).
General Sponsor Table & Promos, Members & Associates, Existing Partners	Your logo included as a Platinum Sponsor	Your logo included as a Gold Sponsor	Your logo included as a Silver Sponsor	Your name included as a Bronze Sponsor
DIGITAL CAMPAIGNS + PROMOTION				
90 stories in 52 weeks				**15 spots available (6 stories each)** **Acknowledged** - Proudly sponsored by your company name & logo locked up visually Approximate frequency 2-3 week.
Workforce Videos			**8 spots available** **Acknowledged -** Proudly sponsored by your company name & logo locked in with 15 sec promo. Approximate frequency one a week	
Media Campaign	Your logo included as a Platinum Sponsor	Your logo included as a Gold Sponsor	Your logo included as a Silver Sponsor	Your name included as a Bronze Sponsor

Tier Investment	**PLATINUM** **$20,000 + GST**	**GOLD** **$15,000 + GST**	**SILVER** **$7,500 + GST**	**BRONZE** **$3000 + GST**
WORKSHOPS - *Stay Compliant, Future Fuels, Transport Workforce, Industry Innovation/Optional TBC*				
Naming Rights		**Workshop Naming Rights (4 Workshops Available) – Proudly sponsored by your company logo** Speaking Spot opening and closing event Event Signage on Display within the venue		
Event Display	Complimentary 3 × 3 Display stand and handouts in workshop pack	Complimentary 3 × 3 Display stand and handouts in workshop pack	Display stand priority	
Comp Workshop Tickets	6 complimentary tickets per workshop	4 complimentary tickets per workshop	2 complimentary tickets per workshop	0 complimentary tickets (available for purchase)
Media Campaign	Your logo included as a Platinum Sponsor on AV and all promo	Your logo included as a Gold Sponsor on AV and all promo	Your logo included as a Silver Sponsor on AV and all promo	Your name included as a Bronze Sponsor on AV and all promo
BLACK TIE 90 YEAR ANNIVERSARY DINNER				
Naming Rights	**Naming Rights (1 Spot Available)**		**Drinks Cocktail Hour Naming Rights (1 Spot Available)**	
Comp Dinner Tickets	Free Table (more available for purchase) and priority seating	4 tickets (more available for purchase)	2 tickets (more available for purchase)	No tickets (available for purchase)
Media Campaign	Your logo included as a Platinum Sponsor on AV and all promo	Your logo included as a Gold Sponsor on AV and all promo	Your logo included as a Silver Sponsor on AV and all promo	Your name included as a Bronze Sponsor on AV and all promo
Video Sponsors throughout the evening	Complimentary 1min video on your company or product			**6 spots available**
Table Sponsors (each table promoted)	Top table position			**10 spots available** Your brand included on table mats and candle wraps
Display Stands	Complimentary Display stand			**12 display stands available**
Advertising Association				**3 spots available (4 adverts across campaign) over 3 months**

NATIONAL ROAD CARRIERS (Inc)

JOIN THE JOURNEY:
BECOME A SPONSORSHIP PARTNER TODAY

We present an exclusive opportunity to join us in celebrating a landmark moment in the history of the National Road Carriers (NRC) Association.

Step up and join us today to become foundation partners of this journey through 90 years and beyond.

CONTACT

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