



**Brainwave**<sup>TM</sup>

*MOKOPUNA PAE ORA*  
**ONLINE CONFERENCE**

*Taiohitanga / Adolescence:  
A Time of Opportunity 12.03.2025*

*Sponsorship Prospectus*

*To sponsor us or discuss options, please contact:*

*Huia Hanlen (Brainwave Trust Kaihautu / CEO)*

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## **About Brainwave Trust Aotearoa**

At Brainwave Trust Aotearoa, we're dedicated to sharing critical knowledge about child development from pregnancy through to adolescence. Our mission is to make this research accessible for all New Zealanders who influence the lives of pēpi, tamariki, and taiohi—from whānau and caregivers to educators, health-care, justice, legal and child protection professionals and policymakers.

Our vision, *Whakamana i te tamaiti*, reflects our commitment to a future where every child in Aotearoa is valued, nurtured, and empowered to reach their potential.

## **Conference Overview: Addressing the Challenges Facing Adolescents/Taiohi in Aotearoa New Zealand**

Join us for this impactful online conference, dedicated to advancing our understanding of adolescent development and exploring effective strategies to support taiohi throughout their formative years. Hosted by Brainwave Trust Aotearoa, this esteemed biennial event brings together leading experts and advocates committed to tackling the challenges faced by young people in Aotearoa New Zealand.

With five speakers—representing New Zealand's leaders in child and adolescent wellbeing—and an engaging panel session, attendees will gain evidence-based knowledge and inspiration to action positive change in their own communities and fields of work.



## Why Sponsor?

Sponsoring Brainwave Trust Aotearoa's online conference in 2025 presents a unique opportunity to align your brand with a cause that resonates deeply with New Zealanders. Brainwave Trust is known for relying on strong evidence and for the scientific integrity of its materials and has been serving communities in Aotearoa for over 25 years. As a sponsor, your organisation will be part of a trusted initiative, actively contributing to the wellbeing of adolescents and families across Aotearoa New Zealand. Their biennial *Mokopuna Pae Ora Conference* offers a meaningful platform for increasing brand awareness, engaging with a dedicated professional audience, and showcasing your commitment to creating positive social impact.

Each sponsorship option has been carefully crafted to maximise exposure and engagement before, during, and after the conference, offering a range of high visibility opportunities tailored to various budgets.

## Our Audience

Our audience includes a passionate group of professionals and advocates dedicated to child welfare, including: educators, healthcare providers, justice and legal system representatives, social workers, caregivers, child protection services and policymakers. By partnering with us, you'll connect with a community eager to learn, grow, and support organisations committed to promoting wellbeing for all taiohi in Aotearoa New Zealand.



# Introducing Our Speakers



**Prof. Terryann Clark** PhD, MPH, RN  
(Ngāpuhi, Ngati Wai, Ngati Whatua ki Kaipara)  
Principle Investigator for Youth2000 Survey

Dr Terryann Clark is a Professor in the School of Nursing, University of Auckland and the Cure Kids Professorial Chair in Child and Adolescent Mental Health. She has worked as a nurse for over 30 years in youth health in various roles and as an academic.

Dr Terryann Clark was a founding member of the Youth2000 survey series over the past 25 years and has led the last two waves of the national youth health surveys. She has also led a study exploring the influence of whanaungatanga on Indigenous youth wellbeing. She has authored over 120 academic publications and 50 reports and recently was awarded a research impact award for influencing national policy.



**Dr. Sarah Watson**  
BA, MA(Hons), DClinPsych, MNZCCP  
Founder and Managing Director at Totally Psyched

Dr Sarah Watson is a registered mental health specialist Senior Clinical Psychologist experienced in providing assessment and therapeutic interventions for children and youth aged from 5 years to 21 years old, and their families. Dr Watson practices as a registered Senior Clinical Child and Adolescent Psychologist and specialises in Neurodivergence (ADHD | ASD | AuDHD | OCD) in childhood.

Dr Watson is also the Founder and Managing Director at Totally Psyched; private mental healthcare practices on Auckland's North Shore and Warkworth, where she has a multi-disciplinary team of over twenty exceptional Psychologists, Psychiatrists and Therapists. The practice specialises in working with children, adolescents and their families.

**Speakers continue...**



# Introducing Our Speakers



**Dr. Clare Achmad** PhD, LLM, BA  
Chief Children's Commissioner at Mana Mokopuna

Dr Claire Achmad is a recognised advocate for children in Aotearoa New Zealand and internationally, having worked in a wide range of areas relating to children's rights, including from legal, policy and practice perspectives. Before becoming Chief Children's Commissioner, she served as Chief Executive Officer of Social Service Providers Te Pai Ora o Aotearoa, and in that role championed the aspirations and outcomes of children, rangatahi and whānau and community-based social service providers, strongly grounded in a focus on equity.

Claire holds a doctorate in international children's rights law from Leiden University, the Netherlands, and has published internationally on a range of children's rights issues. She also holds degrees in Arts and Law from the University of Auckland and is a University of Auckland 40 Under 40 Honoree. Previously, Claire worked for children's NGOs and international organisations in Aotearoa, Australia and Europe, held a senior role within Te Kāhui Tika Tangata the New Zealand Human Rights Commission, and practised as in-house legal counsel in the New Zealand government. She was admitted as a barrister and solicitor of the High Court of New Zealand in 2007.

**More speakers to be announced...**

9:00am	Karakia and Mihi Whakataua
9:15am	Speaker * Professor Terryann Clark
9:50am	Speaker * TBC
10:45am	Morning Tea
11:00am	Speaker * Doctor Sarah Watson
11:50am	Speaker * TBC
12:40pm	Lunch
1:15pm	Speaker * Doctor Clare Achmad
2:00pm	Live Panel Session — Brief Synopsis
2:45pm	Conference Wrap Up

Speakers will deliver an engaging and thought provoking presentation followed by a live question and answer session. NB. Programme may change at the discretion of Brainwave Trust.

# *Taiohitanga / Adolescence: A Time of Opportunity*

**12.03.2025**

## *Sponsorship Packages:*

*Platinum Sponsor* p 7

*Gold Speaker Sponsor* p 7

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## Platinum Sponsorship Package

**Investment: \$5,000 + GST NZD** 1 Opportunity Available

Elevate your brand by becoming the platinum sponsor for our conference. This package offers exclusive branding opportunities and highlights your commitment to supporting taiohi, tamariki, and their whānau.

### Benefits:

- **Logo Displayed:** On holding slides and start and end of the conference
- **Branded Holding Screen:** Shown before the sponsored session begins
- **MC Recognition:** Verbal acknowledgment at the start and end of the event
- **Complimentary Access:** 4 attendees to the online conference
- **Video Opportunity:** A 5-minute video shown during a break (e.g., morning tea)
- **Newsletter Recognition:** Official thank you in Brainwaves Ngahuru Autumn 2025 newsletter (10k+ reach)
- **Social Media Recognition:** Official thank you on Brainwaves Facebook page (25k+ reach)
- **Attendee List Access:** Post-conference list with attendee names and businesses
- **Digital Promotional Item:** Opportunity to include a digital item in attendee materials
- **Extended Brand Presence:** Branded email signature banner used by Brainwave's operations team in all communications leading up to the event.

## Gold Speaker Sponsor

**Investment: \$3,000 + GST NZD** 5 Opportunities Available

Align your brand with the leaders in adolescent development by sponsoring one of our gold speakers. Your sponsorship will emphasise your commitment to empowering taiohi, tamariki and their whānau.

### Benefits:

- **Logo Displayed:** On holding slides and start and end of the conference
- **Branded Holding Screen:** Shown before the sponsored session begins
- **MC Recognition:** Verbal acknowledgment at the start and end of the event
- **Complimentary Access:** 2 attendees to the online conference
- **Social Media Recognition:** Official thank you on Brainwave's Facebook page (25k+ reach)
- **Newsletter Recognition:** Official thank you in Brainwaves Ngahuru Autumn 2025 newsletter (10k+ reach)
- **Digital Promotional Item:** Opportunity to include a digital item in attendee materials
- **Social Media Recognition:** Official thank you on Brainwaves Facebook page (25k+ reach)
- **Attendee List Access:** Post-conference list with attendee names and businesses
- **Digital Promotional Item:** Opportunity to include a digital item in attendee materials
- **Extended Brand Presence:** Branded email signature banner used by Brainwave's operations team in all communications leading up to the event.

## Gold MC Sponsor

**Investment: \$3,000 + GST NZD** 1 Opportunity Available

Enhance visibility with continual exposure as the MC sponsor, a role that connects each segment of the conference.

### Benefits:

- **Logo Displayed:** On screen when MC is speaking
- **MC Recognition:** Verbal acknowledgment at the start and end of the event
- **Newsletter Recognition:** Official thank you in Brainwaves Ngahuru Autumn 2025 newsletter (10k+ reach)
- **Complimentary Access:** 2 attendees to the online conference
- **Social Media Recognition:** Official thank you on Brainwaves Facebook page (25k+ reach)
- **Digital Promotional Item:** Opportunity to include a digital item in attendee materials

## Gold Panel Session Sponsor

**Investment: \$3,000 + GST NZD** 1 Opportunity Available

Sponsor our interactive panel session — a vital discussion with respected experts in child and adolescent health — as we navigate towards a future Aotearoa New Zealand that supports increased opportunity and empowerment for taiohi/adolescents.

### Benefits:

- **Logo Displayed:** On screen while panel is live
- **MC Recognition:** Verbal acknowledgment at the start and end of the event
- **Newsletter Recognition:** Official thank you in Brainwaves Ngahuru Autumn 2025 newsletter (10k+ reach)
- **Complimentary Access:** 2 attendees to the online conference
- **Social Media Recognition:** Official thank you on Brainwaves Facebook page (25k+ reach)
- **Digital Promotional Item:** Opportunity to include a digital item in attendee materials

## Silver Registration Sponsor

**Investment: \$2,000 + GST NZD** 1 Opportunity Available

Be front and centre from the first interaction, with your brand as the sponsor of the Registration Page.

### Benefits:

- **Visibility:** Prominent recognition on all registration confirmation emails
- **Logo Displayed:** On the conference registration page and digital materials
- **MC Recognition:** Verbal acknowledgment at the start of the event
- **Complimentary Access:** 1 attendee to the online conference
- **Social Media Recognition:** Official thank you on Brainwaves Facebook page (25k+ reach)



## Silver 'Cuppa with Huia' Post-Conference Session Sponsor

**Investment: \$2,000 + GST NZD** 1 Opportunity Available

Sponsor a special, informal one-hour post-conference session with Brainwave's CEO, Huia Hanlen, where up to three guests of your choosing, along with three Brainwave Trust Aotearoa guests can discuss key insights.

### Benefits:

- **Branding:** Naming rights for the session (eg 'Cuppa with Huia', sponsored by [Your Brand]')
- **Engagement:** Opportunity to send a branded gift to attendees participating in the session (at sponsor's cost)
- **MC Recognition:** Verbal acknowledgment at the start of the event
- **Complimentary Access:** 1 attendee to the online conference

## Bronze Virtual Background Sponsor

**Investment: \$1,500 + GST NZD** 1 Opportunity Available

Increase your brand's visibility throughout the conference by sponsoring a virtual background available for attendees to use.

### Benefits:

- **Branding:** Logo on a custom virtual background that will be available for attendees to download and use in the lead-up and during the event
- **Recognition:** MC acknowledgment of sponsorship in conference opening remarks
- **Attendance:** 1 attendee to the online conference

## Bronze 'Behind the Scenes' Sponsor

**Investment: \$1,500 + GST NZD** 1 Opportunity Available

Offer a unique sponsorship experience with exclusive access to behind the scenes interactions with key figures and moments in the conference. You may choose to send one of your team or sponsor an attendee of Brainwave Trust's suggestion.

### Benefits:

- **Branding:** Logo featured on 'behind-the-scenes' photo to be shared on Brainwaves Facebook page (25K+ reach)
- **MC Recognition:** Verbal acknowledgment at the start of the event
- **Complimentary Access:** 1 attendee to the online conference join us live in the studio for the duration of the conference (travel costs to be covered by sponsor)

## **Bronze Attendee Sponsorship \$595**

### **Unlimited Opportunities Available**

Support accessibility by sponsoring an attendee to join the conference. Your sponsorship will enable participation from someone working in the community for adolescent wellbeing who may not otherwise have the opportunity to attend.

### **Benefits:**

- Recognition as a Bronze Sponsor on the conference webpage
- Thank you in post-conference communications

*We are so grateful for your generosity. Without your support we would be unable to do the work we do to ensure all children in Aotearoa are valued, nurtured, and empowered to reach their potential.*

***Whakamana i te tamaiti. Early years last forever.***

To sponsor us or discuss options, please contact:

**Huia Hanlen**  
**Kaihautu / CEO**  
**ceo@brainwave.org.nz**  
**027 547 9400**

Find out more:

**[brainwave.org.nz/conference](https://brainwave.org.nz/conference)**