

A close-up photograph of a person's hands pouring coffee from a silver kettle into a white cup. The scene is set on a wooden counter with a blurred background of coffee-making equipment. A green banner is overlaid on the top left, and a larger green banner covers the bottom half of the image, containing the title and author information.

APRIL 2025

Sponsorship Aotearoa Latte Art Championship '25

OUTLINE: COFFEE SPONSOR

Prepared by Emma Markland Webster and
Emma McDougall

CONTENTS

- About the NZSCA
- Event Program 2025
- NZSCA Championships
- Championship Objectives and Partnership Opportunities
- Marketing and Public Relations
- Target Market
- Sponsorship Investment and Benefits
- Contact Details and Profiles



Meadow
Fresh

A1
Cham



ABOUT NZSCA

The New Zealand Specialty Coffee Association (NZSCA) owns and organises three internationally recognised competitions – NZ Barista, NZ Cup Taster's, and the NZ Latte Art Championship. These NZSCA Championships are held in strict accordance with World Coffee Event (WCE) requirements.

The NZSCA is an industry association with more than 90 local coffee roasters and 40 allied companies as members whose influence flows through to all companies and staff, café owners and baristas and café customers and coffee lovers alike.

The Championships enjoy outstanding support from all of the prominent roasting companies in New Zealand as a result of them being organised by the NZSCA.

The NZSCA is a not for profit organisation run by a tight group of industry professionals and volunteers dedicated to promoting New Zealand coffee. The Championships are all partially funded by entry fees. The balance of funding comes from key partnership arrangements.

NZSCA CHAMPIONSHIPS

EVENT PROGRAM 2025

Regional Barista Champs

Sunday 30 March: Christchurch/Ōtautahi
C4 Coffee

Sunday 13 April: Auckland/Tāmaki Makaurau
Havana Coffee Roasters

Aotearoa Latte Art Championship '25

The Sapphire Room, Ponsonby, Auckland.
Saturday 14 June
8 am - 5 pm

Aotearoa Cup Taster's Championship '25

The Sapphire Room, Ponsonby, Auckland.
Auckland
Sunday 15 June
12 pm - 5 pm

Aotearoa Barista Champ's '25

Whirinaki Whare Taonga, Upper Hutt
Saturday 23 - Sunday 24 August 2025

We are actively working on adding Brewer's
Cup for November 2025 or February 2026.





CHAMPIONSHIP OBJECTIVES

ASSOCIATION OBJECTIVES

- To grow our portfolio of Championship events
- To promote and encourage development of New Zealand's outstanding coffee culture and barista and roasting skills at regional and national levels
- To develop the NZSCA Championships as industry-run events with the core purpose to promote the New Zealand coffee industry
- To create long term relationships with key sponsors that will grow the event and deliver value for sponsors
- To create relationships with New Zealand company and promote our country on a world stage.

MARKETING OBJECTIVES

- To build on the success of previous years' marketing campaigns
- To build media partnerships that will present the NZSCA competitions to a wider audience
- To raise awareness of New Zealand coffee industry strengths and barista and roasting talents within New Zealand

TARGET MARKET

The event attracts industry experts, roasters, and specialty coffee enthusiasts made up of three core groups.

Our main demographic, the age bracket of 22–35 has a diverse gender and cultural mix. They are coffee and technological geeks with active online representation and influence. Attention to detail, process-focused, with a concentration on sourcing quality ingredients, appliances, and experiences describe this group.

They are identified as young, multicultural, optimistic, socially mobile, visible, influential, and innovative.

Key sections of the audience are the industry professionals and roaster/café decision-makers. They are typically 30+ with an upper-income range and are decision-makers/owners/directors within their business.

Other members of our audience are coffee enthusiasts/home brewers encompassing an age range of 18 - 55. They are socially aware, driven by quality, and interested in new products and experiences.





SPONSORSHIP LEVELS SUMMARY

PRINCIPAL SPONSOR

There is only one. The leading Sponsor of the event is afforded the most visible branding and presence throughout all media and the event. This includes financial support towards the running costs of the event alongside products and/or equipment for use within the championship. This modern elevation of sponsorship aims to feature campaign messages such as “Aotearoa Latte Art Championship proudly sponsored and brought to you by {your company/brand} in conjunction with other company sponsors.”

SPONSOR

Branding on collateral and financial support of the running costs of the event alongside products and/or equipment for use within the championship.

EVENT PARTNER

Financial support for the event. Present on the day of the event, no branding or logo is used in the event collateral. Includes the opportunity to connect and talk at the event.

COMMUNICATIONS AND PUBLIC RELATIONS

The New Zealand Championships are marketed as the key national, industry-run Coffee Championships.

SOCIAL MEDIA

Our 6000+ Instagram followers on @nzspeccoffee drive interest in the Championship. The NZ Barista Championship, NZSCA, and NZSCA Community Events Facebook pages attract 8000 followers. Average 85k monthly unique reach on Instagram.

SIGNAGE AND PRINT

The NZ Latte Art Championship is promoted through digital marketing materials and print such as posters, flyers, and cups. Ceramic coffee cups are produced for competitors, volunteers, sponsors, and judges.

PRINT MEDIA

The NZSCA's media partner BeanScene magazine publishes a printed page and digital on the Championship.

DIGITAL MEDIA

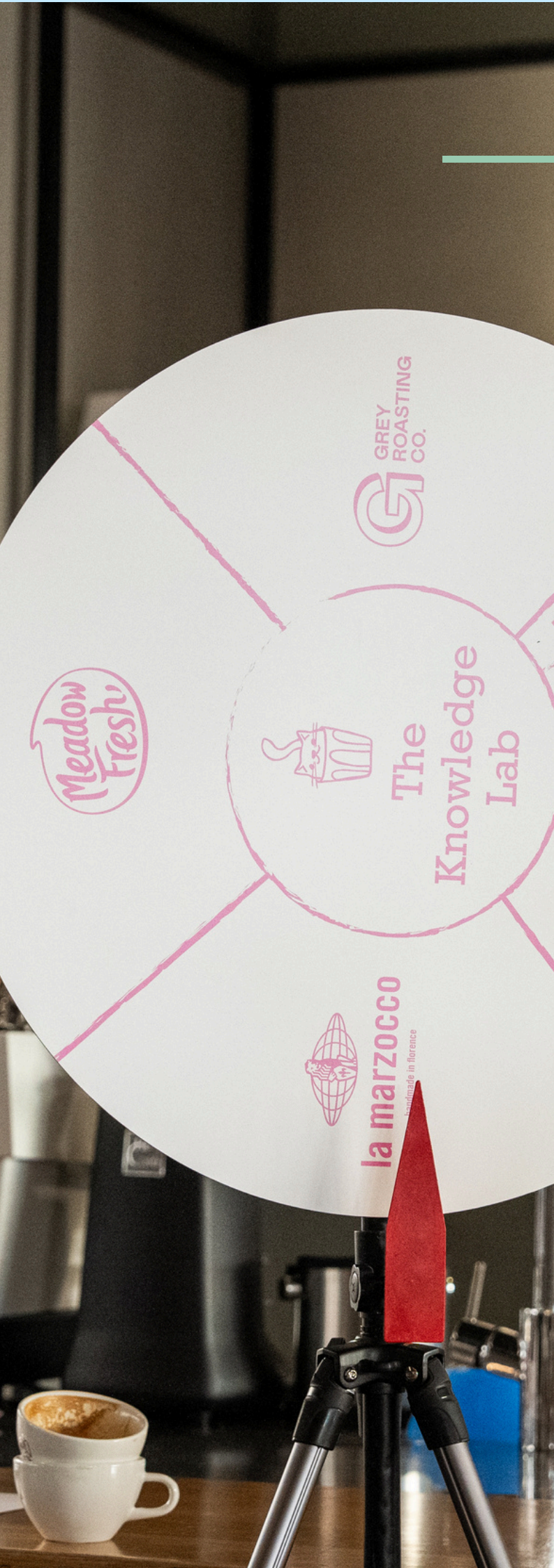
The NZSCA website and Humanitix ticketing platform are portals for communication with the coffee industry, about the New Zealand Championships, and for information and updates on entry into the Championships, judging criteria, and event details. Our E-newsletters reach 3000 subscribers weekly. www.nzsca.org



PARTNERSHIP OPPORTUNITIES

The NZSCA Championship can provide an outstanding business opportunity to potential corporate partners by:

- Providing a unique environment in which to promote products and increase brand awareness
- Exposure to a targeted audience through separate events, and the associated public relations and marketing campaigns
- Association, branding, and recognition as a key partner to the only national industry-run coffee competitions
- Limiting the number of key sponsors so that maximum exposure is afforded to them



SPONSORSHIP EXPECTATIONS

Coffee Sponsor of the NZSCA: Aotearoa Latte Art Championship '25.

Single-year term for the year 2025.

We kindly request that all offers will comprise of the following annual investment:

- Financial support towards the running costs of the Aotearoa Latte Art Championship, baseline expectation for offer \$5,000 + GST
- Coffee aged and roasted for Latte Art for use in the championship event and for use at the Latte Art spectator/attendee bar.
- Coffee roasted for filter to be brewed and served for attendees.
- Support on the day in running the public coffee/espresso bar, using co-sponsors product and equipment, showcasing the coffee.
- Provision of goodie bag gifts are given to competitors, judges, other sponsors, volunteers, etc.



KEY BENEFITS:

Known as the Coffee Sponsor of the Aotearoa Latte Art Champ's '25

Other benefits:

- Putting your brand in front of café-goers, owners, and roasters using the Championship platform
- Close association with NZSCA – the only NZ coffee industry association
- Close association with NZSCA Championship participants and winners
- Opportunity for display and sales at events
- PR and media opportunities through partnerships
- Opportunity to reach food, coffee, and lifestyle enthusiasts
- We would love to discuss any other mutually beneficial opportunities with you

We are open for offers and expressions of interest. Irrespective of the outcome, we thank you for your support and value your contributions to drive our industry forward.

Note: An extensive offer or expression of interest document is not required. A summary via email will suffice.

Many thanks again for your interest in our industry events.





CONTACT DETAILS AND PROFILE

Emma Markland Webster
NZSCA Event Manager

Emma is a founding member of NZSCA and is a World Latte Art and WBC Accredited judge. She was the first barista to represent New Zealand at the World Barista Championship in 2001 where she placed fifth.

Contact Emma:

emma@nzscsca.org, emma@monstercoffee.co.nz,
T: 021 415 810 www.monstercoffee.co.nz