

NZSCA COFFEE EVENTS



SPONSORSHIP PROSPECTUS



WELCOME

The New Zealand Specialty Coffee Association (NZSCA) exists to advance, support and celebrate specialty coffee in Aotearoa New Zealand. Through national championships, education, industry events and community initiatives, NZSCA creates the moments where coffee professionals and businesses connect, sharpen their skills, and push the whole industry forward.

None of it happens without sponsorship. Every championship stage, every judge programme, every competitor opportunity, every industry gathering and education initiative is powered by businesses that choose to back the future of New Zealand coffee.

2026 was our biggest year yet. Every national championship sold out. The Brewers Cup was gone in under a minute. Our new Barista Open regional format pulled our strongest-ever regional turnout. Momentum like this doesn't come around often, and 2027 is built to go bigger.

For 2027, NZSCA is seeking sponsorship partners who share the belief that a thriving industry benefits everyone. Together, we can keep building events, experiences and opportunities that inspire excellence and strengthen the specialty coffee community across New Zealand.



Alice Burton

President

New Zealand Specialty Coffee Association





ABOUT US

The New Zealand Specialty Coffee Association is the national industry body representing the specialty coffee community in Aotearoa New Zealand.

NZSCA supports the growth, development and long-term success of specialty coffee through:

- National coffee championships
- Industry education and professional development
- Community building and member engagement
- Knowledge sharing and industry leadership
- Events that connect competitors, judges, volunteers, suppliers, roasters, cafes and coffee professionals

NZSCA is a not-for-profit organisation. Revenue generated through memberships, events and commercial partnerships is reinvested directly into delivering programmes and initiatives that benefit the industry.



2027 MOMENTUM

- Every national championship **sold out** in 2026
- Brewers Cup tickets **sold out in under one minute.**
- **70+ competitors**, our strongest regional turnout to date through the new Barista Open format
- **129 member companies** representing the specialty coffee community nationwide
- **200 visitors per day** across the Brewers Cup and Cup Tasters weekend
- **250,000 social views** across the Brewers Cup and Cup Tasters championship weekend
- Team of **international judges** signed up to judge, with judging experience across Brazil, Australia, Hong Kong, China, Korea and Indonesia, to name a few.
- **International WCC** representatives for each required competition

WHY SPONSORSHIP MATTERS

Partnerships are investments in the future of New Zealand specialty coffee. Commercial partners help NZSCA deliver nationally recognised events and create development opportunities for the people and businesses that make up the coffee community.

Commercial partnerships enable NZSCA to:

- Deliver national coffee championships to a professional standard
- Support competitor development pathways
- Run community and networking events
- Create educational opportunities
- Bring expertise and new thinking into the industry
- Facilitate collaboration across the coffee value chain

Our community

When you partner with NZSCA, you're not buying a logo placement. You're stepping into a room full of the people who shape what New Zealand drinks. Our audience spans four core segments:

Audience segment	Who this includes
Coffee Professionals	Baristas, roasters, trainers, quality specialists, educators and competitors.
Business decision makers	Cafe owners, roastery owners, company directors, operators, hospitality managers and buyers.
Future industry leaders	New competitors, emerging professionals, students and early-career coffee practitioners.
Engaged consumers	Coffee enthusiasts who actively seek quality coffee experiences and influence purchasing behaviour.

2027 EVENT OVERVIEW

Event	Role in the programme	Strategic partnership value
Aotearoa Barista Champs (BC)	The pinnacle of competitive coffee performance in New Zealand, showcasing excellence in coffee preparation, service, sensory evaluation and professionalism.	Premier championship platform with meaningful visibility among competitors, roasters, cafe operators, suppliers and coffee professionals.
Barista Open Series-Feeder to NZBC	Regional events designed to lower barriers to entry and create a pathway into national competition.	Grassroots development, local host opportunities and regional community engagement.
Aotearoa Latte Art Championship (LA)	A highly visual competition celebrating precision, creativity and technical skill.	Strong spectator appeal and visual content opportunities.
Aotearoa Brewers Cup (Brc)	A competition focused on manual brewing, sensory excellence and innovation.	Strong alignment with specialty coffee values, education, equipment and brewing product categories.
Aotearoa Cup Tasters Championship (CT)	A fast-paced sensory competition where competitors identify flavour differences between coffees under time pressure.	Accessible and engaging spectator format with strong audience interaction.
NZSCA Symposium	A platform for industry-wide education, discussion and collaboration.	High-value networking and thought-leadership environment for decision makers and industry professionals.
Annual General Meeting	NZSCA's annual governance event for members.	Member engagement and visibility among industry leaders and active association participants.
Christmas / Community Events	Ad hoc community events that recognise volunteers, competitors, judges, sponsors and members.	Casual community connection and goodwill opportunities.

EVENT SPONSORSHIP OPPORTUNITIES

The following opportunities are available across the 2027 programme. Final categories, inventory, and investment levels are confirmed per event as required.

Event	Potential sponsorship opportunities
Aotearoa Barista Champs and Aotearoa Latte Art Championship over 3 days	Principal; Espresso Machine; Grinder; Milk; Alternative Milk; Water; Cup; Coffee (LA) Technology; Event
Barista Open Series	This is part of Barista Champs sponsorship. Host Partners required
Brewers Cup Championship and Cup Tasters Championship weekend over 3 days	Principal; Brewing Equipment; Grinder; Water; Coffee, Cup ; Event
NZSCA Symposium	Principal; Education; Technology; Venue ; Hospitality; Event
NZSCA AGM	Principal; Venue; Hospitality; Event
Christmas / Community Events	Ad hoc supporting; venue; prize or hospitality



2027 EVENT PROGRAMME

Event	Date/Venue
Aotearoa Barista Champs and Latte Art Championship	September 2027 / Auckland
Barista Open Series- Feeder to NZBC	January to April 2027 /Regionally
Aotearoa Brewers Cup and Cup Tasters Championship	Late May 2027/Auckland
NZSCA Symposium	October 2027/Auckland
Annual General Meeting	July 2027/Nelson
Christmas / Community Events	Late 2027

Please note dates may change, these are the initial planning indications



SPONSORSHIP PHILOSOPHY

NZSCA seeks partners, not transactional sponsors. The strongest partnerships are built on shared values, mutual benefit and a genuine commitment to industry development.

NZSCA is particularly interested in organisations that:

- Invest in the long-term success of specialty coffee
- Support education and professional development
- Contribute positively to the coffee community
- Demonstrate technical excellence
- Create opportunities for competitors, members and volunteers
- Share knowledge and expertise
- Commit to meaningful collaboration

Why partner with NZSCA?

Partnering with NZSCA puts your brand at the heart of New Zealand's specialty coffee industry, in front of the people who make, serve, buy and champion great coffee. Here's what partners gain:

Benefit	What it means for partners
Brand visibility	Engage directly with coffee professionals, businesses and consumers through recognised industry events.
Product demonstration	Showcase products, services and technical capability in relevant event environments.
Industry relationships	Build meaningful connections with customers, prospects and stakeholders.
Credibility and contribution	Demonstrate support for the development and sustainability of specialty coffee in New Zealand.
Long-term impact	Help build the events and experiences that shape the future of the industry.

New Zealand Specialty Coffee Association

COMMUNICATIONS AND REACH



Social media

6,900+ Instagram followers (@nzspecialtycoffee) and **8,000+** Facebook followers across the NZ Barista Championship, NZSCA, and NZSCA Community Events pages.

Print and Signage

Posters, banners, flyers, t-shirts, produced for competitors, volunteers, sponsors, and judges at each event.

Media Partnership

BeanScene magazine publishes printed and digital coverage of the championships.

Digital

The NZSCA website and Humanitix ticketing platform carry entry information, judging criteria, and event details.

Our e-newsletter reaches **4,000 subscribers**.

NZSCA

PARTNERING FOR THE FUTURE

The New Zealand coffee industry is built on collaboration. Competitors, judges, volunteers, suppliers, roasters, cafe owners and educators all contribute to an industry that keeps growing in capability, professionalism and ambition. NZSCA's commercial partners play a vital role in making this possible. We invite organisations that share our commitment to excellence, education and community to partner with NZSCA as we continue growing specialty coffee in Aotearoa New Zealand.

2027 is shaping up to be the biggest year yet for New Zealand specialty coffee, and there is a place for the right partners alongside us. Ready to be part of it?





Get involved now!

Jessica MacDonald

NZSCA General Manager

✉ jessica@nzsca.org

☎ 021 372 630