



Society for
Incentive
Travel
Excellence

site

Australia &
New Zealand

INCENTIVISE LIVE 2026
PARTNERSHIP PROSPECTUS

FORWARD BY DESIGN - A WORD FROM OUR PRESIDENT



TANYA WICK
President, SITE ANZ
Director, Troupe Events

Incentive travel across Australia and New Zealand is at an inflection point. In 2025, our industry was clear about what matters most: value, creativity underpinned by commercial rigour, capability, shared standards, and the growth of incentive travel as a strategic driver of organisational performance.

We listened.

2026 is the year of action. At Incentivise Live 2026, we move Forward by Design—from conversation to execution. The program delivers practical solutions co-created with our community, focused on strengthening capability, protecting the integrity of our industry, and elevating the role of incentive travel.

Delegates can expect tangible takeaways, practical frameworks, shared tools, and real-world insights that can be applied immediately paired with the inspiration needed to challenge thinking and spark new ideas.

For sponsors, Incentivise Live 2026 offers direct access to senior agency buyers and decision-makers, alongside visibility across both the local and global SITE network. This is an engaged, influential community where brands are not simply seen, but meaningfully embedded in the conversations shaping the future of incentive travel.

We look forward to partnering with you to create lasting impact—by design.

WHY PARTNER WITH INCENTIVISE LIVE?

Incentivise Live is where incentive travel in Australia and New Zealand moves from intent to execution.

Delivered by the award-winning SITE Australia & New Zealand Chapter, the conference is designed for decision-makers shaping the future of incentive travel agency leaders, senior buyers, destination partners, and global stakeholders focused on commercial outcomes, capability, and long-term value.

This is not a passive conference. Incentivise Live is a working forum built to strengthen industry standards, elevate thinking, and equip participants with practical frameworks and shared tools that can be applied immediately. The focus is on ensuring incentive travel continues to perform as a strategic business driver, not a discretionary reward.

A partnership with Incentivise Live is designed to support the following objectives:

- Engage directly with senior decision-makers responsible for incentive program design, destination selection, and international bidding
- Position your brand as a thought leader contributing to capability, standards, and best practice across the incentive travel ecosystem
- Showcase expertise, experiences, or solutions aligned with the evolving needs of incentive buyers and program owners
- Strengthen industry influence and relevance by participating in high-value conversations that shape future demand and direction

INCENTIVISE LIVE CONFERENCE 2026

Partnership Pillars



CONTENT EXCELLENCE PARTNERSHIPS

Designed for organisations with
thought-leadership aspirations



IMMERSIVE EXPERIENCE PARTNERSHIPS

Designed for organisations with
creativity and engagement
aspirations



BRAND VISIBILITY PARTNERSHIPS

Designed for organisations with
brand activation aspirations

PARTNERSHIP OPPORTUNITIES



CONTENT EXCELLENCE PARTNERSHIP

Industry Insight Partner (Keynote)

\$20,000 + GST

Partnership Type: financial only

The SITE ANZ conference selects some of the world's most inspiring speakers and we are delighted to present this opportunity to sponsor a dedicated session focusing on how to best position Australian product and experiences for inbound incentive travel market.

BENEFITS

- Naming rights to the selected speaker session
- Dedicated E-News Feature – A spotlight on your involvement - Key Takeaways from Sponsored Session
- A 90 second partner video played at the commencement of the conference session
- Logo on event branding including website, EMDs
- Social media promotion on SITE ANZ channels
- Attendee list (post-event, no contacts)
- MC acknowledgement
- 1 x ticket to the SITE ANZ Conference

PARTNERSHIP OPPORTUNITIES



CONTENT EXCELLENCE PARTNERSHIPS

Program Host Partner

\$9,000 + GST per slot

Available Slot: 1

Partnership Type: financial only

The SITE ANZ conference work with professional emcees that can engage the crowd and keep the energy throughout the day. If your brand is about engaging communities, this may be the perfect opportunity to align your brand messaging with our emcee.

BENEFITS

- A 90 second partner video played during the conference session
- Logo on event branding including website
- Social media promotion on SITE ANZ channels
- Attendee list (post-event, no contacts)
- MC acknowledgement
- 1 x ticket to the SITE ANZ Conference



Expert Insights Partner

\$8,000 + GST per slot

Available Slots: 4

Partnership Type: financial only

The SITE ANZ conference selects some of the world's most inspiring speakers. If thought-leadership matters to your brand, speak to our conference committee to sponsor a speaker that aligns with your brand message.

BENEFITS

- Naming rights to the selected speaker session
- A 90 second partner video played during the conference session
- Logo on event branding including website
- Social media promotion on SITE ANZ channels
- Attendee list (post-event, no contacts)
- MC acknowledgement
- 1 x ticket to the SITE ANZ Conference

PARTNERSHIP OPPORTUNITIES



CONTENT EXCELLENCE PARTNERSHIPS

Community Conversations Partner

\$12,000 + GST per slot

Available Slot: 1

Partnership Type: financial only

The Community Conversations session was voted the most engaging session at the 2022 SITE ANZ conference. The conference participants and thought-leading panellists have an opportunity to reflect and share learnings from the sessions earlier in the day.

BENEFITS

- Naming rights for that session
- A 2-minute partner video played during the conference session
- Logo on event branding including website
- Social media promotion on SITE ANZ channels
- Attendee list (post-event, no contacts)
- MC acknowledgement
- 1 x ticket to the SITE ANZ Conference

Live Experience Partner

\$8,000 + GST

Available Slot: 1

Partnership Type: in-kind

If you have the right talent and have what it takes to energise our audience, this will be an unmissable opportunity to showcase what you do! You get to work with our conference committee to create memorable moments.



BENEFITS

- Logo on event branding
- Logo on SITE ANZ conference website
- Social media promotion on SITE ANZ channels
- Attendee list (post-event, no contacts)
- MC acknowledgement
- 1 x ticket to the SITE ANZ Conference

PARTNERSHIP OPPORTUNITIES

IMMERSIVE EXPERIENCE PARTNERSHIPS

Sustainable Event Styling Partner from \$6,500 + GST

Available Slot: 1

Partnership Type: in-kind support

Come showcase your creative expertise by gaining exclusive styling rights to the conference room. Let your creation be seen by buyers in the room. Our conference committee will assist you with inspirations.

BENEFITS

- Logo & signage at experience location
- Logo on event branding
- Logo on SITE ANZ conference website
- Social media promotion on SITE ANZ socials
- Attendee list (post-event, no contacts)
- MC acknowledgement
- 1 x ticket to the SITE ANZ Conference



BRAND VISIBILITY PARTNERSHIPS

Sustainable Merchandise from \$6,000 + GST per slot

Available Slots: 2

Partnership Type: financial or in-kind support

Have a clever idea of showcasing your brand through merch on the conference tables? Speak with our conference team today!

**the costs of these items are included in the partnership costs*

BENEFITS

- Logo on event branding
- Logo on SITE ANZ conference website
- Social media promotion on SITE ANZ channels
- Attendee list (post-event, no contacts)
- MC acknowledgement
- 1 x ticket to the SITE ANZ Conference

PARTNERSHIP OPPORTUNITIES

IMMERSIVE EXPERIENCE PARTNERSHIPS

Energy and Recovery Partner

\$7,000 + GST per slot

Available Slot: 1

Partnership Type: financial or in-kind

Heighten the vibrations by sponsoring a wellness zone in the breakout area. Think shoulder and head massages, skin analysis, nutrition, vitamins and meditation.

* cost of delivery not included in partnership fee

BENEFITS

- Naming rights
- Logo & signage at experience location
- Logo on event branding
- Logo on SITE ANZ conference website
- Social media promotion on SITE ANZ channels
- Attendee list (post-event, no contacts)
- MC acknowledgement
- 1 x ticket to the SITE ANZ Conference

Conference Production Partner

Available Slot: 1

Partnership Type: in-kind

If live production is your thing, why not showcase its capabilities. Think immersive and energising lighting, soundscape, projection and technical prowess all on show!

BENEFITS

- Naming rights as Conference Production Partner
- Logo & signage at experience location
- Logo on event branding
- Logo on SITE ANZ conference website
- Social media promotion on SITE ANZ channels
- Attendee list (post-event, no contacts)
- MC acknowledgement
- 1 x ticket to the SITE ANZ Conference

* cost of delivery not included in partnership fee



PARTNERSHIP OPPORTUNITIES

BRAND VISIBILITY PARTNERSHIPS

Industry Development Partner

\$3,000 + GST per slot

Partnership Type: financial only

Want to support the SITE community but working with a smaller budget? Our new digital-only package is designed just for you.

This accessible partnership offers great exposure — it's a simple way to stay visible, show your support, and connect with the incentive travel industry in a meaningful way.

BENEFITS

- 1 x Banner on conference EDM
- Recognition at Conference as a 'Friend of SITE Incentivise' via onscreen slide
- Logo on SITE ANZ conference website as a 'Friend of SITE Incentivise'



Delegate Essentials Partner

\$3500 + GST

Available Slot: 1

Partnership Type: financial only

Create a stronger brand presence with these essential conference wearables. There is no better way to showcase your brand on arrival and throughout the day than with lanyards and name tags!

These items must be sustainable!

**the costs of these items are included in the partnership costs*

BENEFITS

- Logo on event branding
- Logo on SITE ANZ conference website
- Attendee list (post-event, no contacts)
- 1 x ticket to the SITE ANZ Conference

PARTNERSHIP OPPORTUNITIES

IMMERSIVE EXPERIENCE PARTNERSHIPS

Sunset Soiree - post conference

\$12,000 + GST per slot

Available Slots: 1

Partnership Type: financial only or in-kind support

Showcase your brand story to SITE ANZ members in a relaxed environment whilst showcasing your hospitality venue or experience. Location onsite or walking distance from conference venue preferred.



BENEFITS

- Naming rights of the reception
- Logo & signage at experience location
- Logo on event branding including website
- Social media promotion on SITE ANZ channels
- Attendee list (post-event, no contacts)
- MC acknowledgement
- 1 x ticket to the SITE ANZ Conference



Have your own ideas?
Speak to our conference
partnership team about how
we can assist in creating a
package to suit your
objectives

CONNECT WITH OUR PARTNERSHIP TEAM TODAY!

For more information please email:

Jodie Haylock
jodieh@tribe-group.com.au

or

Rebecca Easterman
rebecca@pillowmint.com.au

We look forward to an opportunity
to partner with you in 2026

site