

CALL FOR EXPRESSIONS OF INTEREST

- ▶ Be associated with excellence in primary care at this stellar event.
- ▶ Promote your organisation or company beyond a single clinical discipline to the broader arena that is primary care.

Introducing...

NEW ZEALAND
PRIMARY
HEALTHCARE
AWARDS
He Tohu Mauri Ora

New Zealand
Doctor
Rata Aotearoa

PharmacyToday
KAITIAKI RONGOA O TE WA

nzphawards.co.nz

YOUR INVITATION

You are invited to be a part of the
2026 New Zealand Primary Healthcare
Awards He Tohu Mauri Ora

Following the success of the 2025 event, we
are back to celebrate the terrific work of our
primary healthcare providers – the primary
stars of our health system.

Join with The Health Media, proud publisher
of *New Zealand Doctor Rata Aotearoa* and
Pharmacy Today Kaitiaki Rongoā o te Wā,
to show your support for the sector that
works hard to improve the health and
wellness of New Zealanders.

As a sponsor of this highly successful event,
your support will reward those providers
who don't just display excellence in their
own profession, but who show they are
working with other disciplines to provide
quality services and improve health outcomes.

PROMOTION: Nov 2025–Oct 2026

EDITORIAL COVERAGE: Nov 2026 onwards

ENTRIES OPEN: Dec 2025

JUDGING COMPLETE: Jul 2026

AWARD WINNERS ANNOUNCED AND

GALA EVENING: Oct 2026



GRANT BAI

DIRECTOR, THE HEALTH MEDIA

It is with great pleasure that I announce
the 2026 New Zealand Primary Health-
care Awards He Tohu Mauri Ora is here
to once again celebrate excellence in pri-
mary care practice.

These national, independent awards
are aimed at all providers involved in de-
livering care in the community.

My personal aim is that these awards
provide a vehicle to showcase the great
work happening in sector. And, more
specifically, to highlight opportunities
for predicting and detecting health need,
rather than finding and fixing. I believe
there is great scope for innovation in
the prevention and early detection of
health risk.

At The Health Media, we know a
strong primary care sector is crucial to
a successful New Zealand health system
both in providing great care for patients
and a great work environment for its
staff. To this end, *New Zealand Doctor
Rata Aotearoa* and *Pharmacy Today Kai-
tiaki Rongoā o te Wā* have long champi-
oned excellence in primary care.

In the face of funding and workforce
challenges throughout the health system,
primary care continues to break new
ground with innovative models of care
and use of technology to improve equi-
ty, increase accessibility for patients, help
people stay well and ensure the longer
term sustainability of services.

Suppliers are essential partners in
healthcare. These awards give suppliers a
platform to have their brand or compa-
ny associated with excellence in service
or product delivery across a range of
disciplines.

The future of primary care, and what it
can aspire to, will get a national platform
through the 2026 New Zealand Primary
Healthcare Awards | He Tohu Mauri Ora.

I welcome you to join us in celebrat-
ing excellence in New Zealand primary
healthcare.

BENEFITS

ALIGNMENT

Your brand values will be aligned with promoting and supporting the wider primary healthcare sector. This is a great opportunity to be recognised as a market provider with leadership, commitment, generosity and a real presence in uplifting primary healthcare.

EXPOSURE

With over 500 attendees from across the motu, this event places your brand front and centre with your target sales demographic. Doctors, nurse practitioners, nurses and pharmacists at the forefront of their professions will have a chance to connect with your company. There is a real opportunity to set the foundation for ongoing collaboration. The exposure continues after the event with a campaign of print, online and social media coverage in *New Zealand Doctor* and *Pharmacy Today* for weeks after.

EXCELLENCE

These are premiere awards that celebrate the best of the best in Aotearoa New Zealand primary care.

- Winners will have demonstrated an astonishing level of achievement and tangible positive impacts on the lives of many New Zealanders.
- All of this proudly supported by New Zealand's best-loved sources of independent news from the primary healthcare sector – *New Zealand Doctor Rata Aotearoa* and *Pharmacy Today Kaitiaki Rongoā o te Wā*. These award-winning national newspapers set the bar for journalism with integrity and a commitment to transparency.
- Your brand will be linked to the very best of the industry – the star performers.
- Position your company or product as a trusted supplier to the primary care community.
- Expand your company or product profile beyond a single professional group.



Pictured: 2025 New Zealand Primary Healthcare Awards He Tohu Mauri Ora, master of ceremonies Jeremy Corbett

SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR

As a gold sponsor you will receive the following benefits:

- Naming rights for your choice of award category
- Recognised as a gold sponsor in all promotional materials, including a Stellar Supporter (Q&A) sponsor profile in:
 - ▶ *Pharmacy Today* newspaper current circulation 1,700+*
 - ▶ *New Zealand Doctor* newspaper current circulation 2,200+**Readership is far greater than actual circulation numbers
- Exposure on the New Zealand Primary Healthcare Awards website nzphawards.co.nz, including a sponsorship paragraph and link to your organisation's page
- Your logo on all marketing associated with the evening, which includes tickets, programmes, banners and AV presentations
- Your organisation name and logo on the trophies and certificates for your choice of award category
- A table of 10 complimentary tickets for the Awards gala night, valued at \$2,950 incl GST
- Opportunity to present your organisation's award at the Awards gala night
- Photos and coverage in *Pharmacy Today* and *New Zealand Doctor*
- First right of sponsorship renewal for your choice of awards category each year

COST \$15,000 + GST

SILVER SPONSOR

As a silver sponsor you will receive the following benefits:

- Recognised as a Silver Sponsor in all promotional materials, which include *Pharmacy Today* and *New Zealand Doctor* newspapers
- Exposure on the New Zealand Primary Healthcare Awards website nzphawards.co.nz, including a sponsorship paragraph and link to your organisation's page
- Opportunity to be supportive of primary healthcare in New Zealand
- Opportunity to put your sponsorship to a key specific area of the event – canapés, band, MC, etc.
- Four complimentary tickets for the Awards gala night, valued at \$1180 incl. GST

COST \$10,000 + GST

BRONZE SPONSOR

As a bronze sponsor you will receive the following benefits:

- Recognised as a Bronze Sponsor in all promotional materials, which include *Pharmacy Today* and *New Zealand Doctor* newspapers
- Exposure on the New Zealand Primary Healthcare Awards website nzphawards.co.nz, including a sponsorship paragraph and link to your organisation's page
- Opportunity to be supportive of primary healthcare in New Zealand
- Two complimentary tickets for the Awards gala night, valued at \$590 incl. GST

COST \$6,000 + GST