

GradLink Sponsorship Proposal

Building Career-Ready Graduates. Strengthening New Zealand's Workforce.

Partner with GradLink to invest in the future of New Zealand.

About GradLink

GradLink was created with a simple but important vision: to ensure every New Zealand graduate enters the workforce with the confidence, practical skills, and professional understanding needed to succeed from day one.

We recognised a disconnect between graduates and employers. Many graduates leave study with strong academic knowledge but limited understanding of workplace expectations, while employers often expect graduates to arrive with skills and experience they have not yet had the opportunity to develop.

GradLink exists to bridge that gap.

Through career-readiness workshops, employer engagement, mentoring, and practical learning experiences, we help graduates become confident, capable professionals while giving employers access to emerging talent that is better prepared to contribute from the beginning.

Our vision is a future where graduates transition successfully into meaningful careers and New Zealand businesses benefit from a stronger, more capable workforce.

Why Partner With GradLink?

By partnering with GradLink, your organisation is investing in New Zealand's future workforce while positioning your brand as a leader committed to education, innovation, and community impact.

As a GradLink sponsor, your organisation can benefit from:

- Brand exposure across GradLink's digital platforms and marketing.
- Recognition at workshops and networking events.
- Opportunities to connect directly with graduates.
- Employer branding with emerging professionals.

- Speaking opportunities at selected events.
- Demonstrating your commitment to developing New Zealand talent.
- Supporting diversity, inclusion, and workforce development initiatives.

Together, we can create stronger connections between graduates and employers while helping businesses build sustainable talent pipelines.

Sponsorship Opportunities

Bronze Partner — NZ\$500

- Company logo on the GradLink website.
- Recognition on our social media channels.
- Sponsor acknowledgement in newsletters.
- Certificate of appreciation.

Silver Partner — NZ\$1,600

Everything included in Bronze, plus:

- Featured social media campaign.
- Company spotlight on the GradLink website (who you are, what you do, why supporting this initiative is important to your organisation, and your commitment to developing New Zealand's future workforce)
- Opportunity for a GradLink event with your company as a partner.
- Opportunity to provide promotional materials to participants.

Gold Partner — NZ\$3,000

Everything included in Silver, plus:

- Prominent logo placement across key marketing materials.
- Opportunity to present at selected workshops or events.
- Company spotlight across GradLink website as well as social platforms and materials.
- Priority access to graduate engagement opportunities.
- Quarterly partnership events and impact updates.

Founding Partner — NZ\$8,000+

Become one of GradLink's exclusive Founding Partners and help shape the future of graduate employability in New Zealand.

Benefits include:

- Premium branding across all GradLink communications.
 - Recognition as a strategic founding partner.
 - Opportunities to collaborate on co-branded initiatives.
 - Executive networking opportunities.
 - Priority access to future partnership opportunities.
 - A customised partnership package aligned with your organisation's objectives.
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Our Commitment

We are committed to delivering measurable value for every sponsor through transparent communication, meaningful engagement, and regular reporting on the impact of your investment.

Your sponsorship helps us expand workshops, develop new resources, engage more graduates, and strengthen connections between education and industry.

Together, we can ensure graduates enter the workforce ready to contribute, grow, and make a lasting impact on New Zealand businesses and communities.

Let's Build the Future Together

We would welcome the opportunity to discuss how a partnership with GradLink can align with your organisation's values and objectives.

Contact

Liz
Founder, GradLink

Email: gradlink.nz@gmail.com

Phone: Please email for us to have a call or teams meeting

LinkedIn: <https://www.linkedin.com/company/gradlink-nz/>

Website: www.gradlink.co.nz