

September 2009

Sponsorship Guidelines

Horizons Regional Council receives dozens of proposals every year, and we accept the proposals that meet our needs. We have developed this document to make our requirements clear to potential sponsorship seekers, and to help sponsorship seekers present their proposals clearly.

General

- We will NOT consider proposals in these categories:
 - local sports organisations
 - charitable fundraisers
 - requests that benefit an individual person or family
 - events in areas outside our Region
 - religious activities
 - spot prizes or raffles
 - political candidates or organisations
- We generally need a minimum of three months lead time
- Horizons brand exposure is an essential part of sponsorship consideration
- We prefer to invest in sponsorships where the sponsee carries out audience research during and/or after the event, including sponsor questions, and providing results to the sponsor

Core Business

To assist you in understanding our positioning, here is an overview of our core business:

- We use regulatory and non-regulatory methods to ensure development in our Region is sustainable as well as economically, environmentally and socially balanced. This work covers land management, water quality and quantity management, habitat protection, strategic management, pest plant and animal management and environmental education
- We manage risk to people, property, infrastructure, the environment and the economy. We do this through emergency management and civil defence, flood protection and river management
- We plan and subsidise passenger transport services for our Region, including public transport, forms of community transport, and offer community road safety education

Sponsorships must provide *at least four of the following*:

- A natural link with our core business (see above)
- A way to communicate some key Horizons information to a target audience^e
- Increased understanding of our services
- Exposure of Horizons brand to a target audience
- Promotional coverage in media
- Success measurement of the sponsorship (ie. through a survey)

^e Target audience = a group of people with whom we have/would like to have a relationship

To be considered, proposals *must* include:

- Key details of the opportunity
- Overview of your marketing plan -- including what is and is not confirmed
- List of sponsors who have committed to date
- A comprehensive list of benefits, including how they relate to us and our activities
- Timeline, including important deadlines
- Credentials of your company and key subcontractors (publicist, event organiser, etc.)

Process for consideration:

- All proposals are reviewed by Communications Team to assess suitability, feasibility, and resources required (human and monetary)
- Sponsee is notified of the decision on the proposal within six weeks

Submit proposals to:

The Communications Manager
Horizons Regional Council
Private Bag 11025
Manawatu Mail Centre
Palmerston North 4442

T 0508 800 800
E help@horizons.govt.nz