



Updated June 2024

Horizons Regional Council Sponsorship Guidelines & Proposal Template

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

Contact name of applicant:

Name of Organisation:

Contact phone number/s

Email Address:

Postal address:

Physical address:

District:

- Ruapehu
- Whanganui
- Rangitīkei
- Tararua
- Manawatū
- Horowhenua
- Palmerston North

Is your organisation GST Registered?

- Yes
- No

If yes please provide your GST number



Tell us a bit about your sponsorship opportunity:

What do you require sponsorship for?

How much sponsorship do you require?

What are your timelines (i.e. date of event)

List the benefits, including how they relate to us and our activities here at Horizons Regional Council.

Give us an overview of your marketing plan – including what is and what is not confirmed.

If you are working with any key subcontractors please list these – i.e. publicists, event organiser etc.

Do you have other sponsors confirmed and if so who are they?

Our 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, 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*
- Increased understanding of our services
- Exposure of Horizons brand to a target audience
- Promotional coverage in media
- Success measurement of the sponsorship (i.e. through a survey)

*Target audience – a group of people with whom we have /would like to have a relationship

Please provide details how your sponsorship opportunity includes at least four of the above elements.

Applicant's Obligations

If your proposal is successful, you agree and acknowledge on behalf of your organization or group, to the following:

- I agree to invoice Horizons Regional Council for the full amount by 30 June 2024.
- I agree to provide feedback and or report within two weeks of event

Name:

Organisation:

Signature:

Date:

Please email your proposal including any additional supporting documentation to help@horizons.govt.nz and Attention: **The Media & Communications Manager – Sponsorship Request.**

Process for consideration:

- All proposals are reviewed by the Communications Team to assess suitability, feasibility, and resources required (human and monetary)
- You will be notified of the decision on the proposal within six weeks of submitting your application.

