

***Application for SeaLink event sponsorship***

***Prior to completing this form, please read SeaLink's Sponsorship Policy on our website and pay particular attention to the notes under "Events".***

Name of event \_\_\_\_\_

Organiser's name \_\_\_\_\_

Organiser's daytime contact \_\_\_\_\_

Type of event \_\_\_\_\_

Date of event \_\_\_\_\_

Has SeaLink ever sponsored this event in the past? If so, when? \_\_\_\_\_

Where is your target audience for this event? Auckland or Waiheke?

\_\_\_\_\_

Concept and details of event

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What are you asking for from SeaLink?

\_\_\_\_\_

\_\_\_\_\_

How will SeaLink benefit from our participation?

\_\_\_\_\_

\_\_\_\_\_

How will SeaLink be recognised for our participation?

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Please enclose details of your marketing plan for the event and advise your budget.

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Is there another party promoting the event and what other opportunities are there for SeaLink to maximize exposure via this event?

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### **Conditions of SeaLink Sponsorship**

**As a condition of obtaining sponsorship from SeaLink, I / WE agree to:**

- Undertake activities as detailed in our Sponsorship Application.
- Include SeaLink in all promotional material such as fliers, advertising and publicity about the event.
- Forward proofs of all promotional material to SeaLink for authorisation prior to publication.
- Advise of any changes to the event, such as date, venue, name etc.,
- Advise SeaLink of all other sponsors
- Allow SeaLink the opportunity to promote the event on their website and in their marketing collateral.
- Display SeaLink banners at the event (if appropriate) and return these to SeaLink in the condition they were supplied. If lost or damaged, we will pay to replace these.
- Provide copies of all publicity and promotional material after the event.

Signed:.....

Date:.....

SENDING THIS INFORMATION TO SEALINK –

Please print this form and attach all supporting information. You may send it to us via any one of the following means:

**Scan** completed documentation and email to: [marketingteam@sealink.co.nz](mailto:marketingteam@sealink.co.nz)

**Fax** to (09) 373 2152

**Post** to Judy Kemp, SeaLink Travel Group, PO Box 90-543, Victoria St. West, Auckland 1142.

***Please allow 10 working days for processing.  
If you have any queries please contact Judy Kemp on (09) 300 5908.***