

Sponsorship Application

Please complete the details requested below and refer to the Corporate Section of our website under Sponsorship at www.sealink.co.nz for guidelines.

Name of organisation/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? _____

Who is the target market for your event and are they locals or from Auckland?

Concept and details of event

How would you like SeaLink to contribute?

How will SeaLink be recognised for our sponsorship contribution?

How will the event be advertised and what is your budget for this?

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

Please attach any information relevant to your application and return to us as follows:
Email to: marketingteam@sealink.co.nz ; Fax to: (09) 373 2152;
Post: Judy Kemp, SeaLink Travel Group, PO Box 90-543, Victoria Street West, Auckland 1142.

Please allow 10 working days for the processing of this application.

Conditions of 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 own marketing collateral.
- Display SeaLink banners at the event (if appropriate) and return these to SeaLink in the condition they were supplied.
- Provide copies of all publicity and promotional material after the event

Signed:.....

Date:.....

Should you have any queries regarding the completion of these forms, please contact Judy Kemp on (09) 300 5908.