

## SEALINK'S SPONSORSHIP GUIDELINES

**Except under extreme circumstances, at least one month's notice is required for any sponsorship request.**

SeaLink is able to offer a limited number of sponsorship opportunities in the form of discount travel. If SeaLink's sponsorship guidelines are met, limited travel support may be possible. We prefer to support the communities that we service (ie: Great Barrier and Waiheke Islands).

To make a submission, please complete the SeaLink Sponsorship request form also online. Please be as specific as you can, detailing in full the event/and or request and what will be provided to SeaLink in exchange. Key elements of your proposal should include:

- What is the concept / event / request?
- When will the concept/event be taking place?
- What / who is your target market?
- What form and level of support are you seeking from SeaLink?
- What benefits would SeaLink receive as a result of this sponsorship?
- Who else have you approached for sponsorship and of those, who has committed?

These details should be outlined as clearly as possible. Include details about proposed media and advertising schedules, details for signage, size and placement of logo, hospitality, promotional opportunities etc. Opportunities that deliver positive exposure for SeaLink and encourage people to travel to and/or participate in the relevant event/concept will be given preference.

Email your application to [marketingteam@sealink.co.nz](mailto:marketingteam@sealink.co.nz). We receive many requests and in order to give each one due attention, it may take us up to 10 working days to respond. Sponsorship requests are assessed case-by-case and some general guidelines are outlined below:

- What does SeaLink offer in terms of sponsorship? SeaLink does not provide any cash support. All sponsorship opportunities involve discount travel for advertising and publicity.
- Personal Assistance Requests: SeaLink receive many personal requests for assistance, unfortunately we are simply unable to help requests for personal assistance.
- Community Fundraising: Fundraising is an integral part of the activities undertaken by many schools, churches, Societies, Clubs and community organisations. The majority of requests sent to us relate to this type of fundraising. While we would like to obviously help all of you, we simply cannot. We will assess each request, taking into consideration the history of our relationship. If we have assisted your organisation in the past, perhaps it is someone else's turn now.
- Sporting Teams & Individual Athletes: The majority of our sporting sponsorship is for islanders who live in 'remote' locations and do not have the same opportunities that sporting groups or athletes have that live on the mainland. SeaLink does however, offer generous group discounts for sporting and educational groups who wish to travel to the islands for sporting competition or educational reasons. To find out more about these discounts email [info@sealink.co.nz](mailto:info@sealink.co.nz)

SeaLink looks favourably on proposals that

- Benefit a bona fide charity organisation
- Include other professional organisations that complement the SeaLink brand
- Provide a significant and valuable return for assistance.
- Present an event or situation that supports SeaLink's values and goals, and delivers business to us as a result.

Kind regards, SeaLink Marketing Team