

5.12.20

## NZILA Branch Sponsorship Policy

### Background:

This policy addresses the issue raised by some branches regarding the need for regional sponsorship to assist with funding of local branch events.

Following discussion at Executive it was decided that NZILA support all branches having the opportunity to procure sponsorship in the form of ***pro-bono and or sponsorship support from local businesses for individual events*** in return for the right of association with NZILA's brand and exposure to the Institute's branch members during the period of the event.

### Aim:

To provide guidance to the NZILA branch committees for securing and managing pro-bono support and sponsorship from local businesses for adhoc branch events.

### Checklist:

- The sponsorship activity must be consistent with the mission statement and strategic objectives of the NZILA.
- All sponsorship must be formalised with a written agreement.
- Any request for \$2000 + per event or \$5000 per annum from one supplier is to be approved via National head office.
- The Branch must ensure that the agreed level of recognition is made to the sponsor.
- The sponsors logo is not to appear larger or more prominent than the NZILA logo in any promotional material.
- The use of sponsors' logos and other branding must not interfere with NZILA's corporate identity.
- Whilst NZILA maybe able to feature the branch event in an NZILA E-News and website this exposure should not be promised to any supplier.
- The use of the NZILA corporate identity on any sponsor's publicity material must be done within the guidelines of the attached NZILA Brand Guidelines document.
- Sponsorship coordination with NZILA is recommended to ensure that local sponsorship does not conflict with national sponsorship.
- Suppliers to be thanked verbally at the function along with follow up thank you letters being sent to all suppliers post the event.

*Note: sponsorship arrangements need to be win/win for them to continue long term!*

*Dated June 2014*