



NEW WORLD Stonefields



Sponsorship Policy and Guidelines

New World Stonefields is a locally owned and operated business that is proud to be part of the local community.

As part of the community, New World Stonefields recognises that it has the ability to help local organisations and groups achieve their objectives and goals by assisting with sponsorship/ community support. We are keen to support activity that benefits our business and creates long term customer relationships. As part of the New World Group we contribute to national sponsorships and, where possible, give support to the grass roots level of these organisations within our community.

Accountability & Responsibility

The overall and final responsibility for evaluating sponsorship opportunities rests with the owner and two senior managers. Initial assessment of opportunities will be managed by a team of three senior staff who will make recommendations to the owner and the two senior managers.

Administration of the sponsorship process will be the responsibility of the administration manager.

Guidelines

General

- Our annual budget for local community sponsorship will be determined by New World Stonefields. We prefer to support a large number of community groups and organisations and therefore limits apply for any sponsorship.
- All applications for sponsorship/support must be made in writing via our website and a completed Sponsorship Request Form, obtained from the New World Stonefields website: www.newworld.co.nz/stonefields, is the only form of application we shall accept.
- The request must be made at least six weeks before any event that the sponsorship/support relates to.
- The request will only be viewed during normal office hours and acknowledgement of request will be made within five working days.
- New World Stonefields will decide the method of support, either voucher or product. Our preferred method of support is the provision of New World Stonefields gift vouchers to be redeemed in our store. We may also supply product sourced from our store.
- We require groups to display signage/logo acknowledging our support, which we can supply to you.

Groups that we consider our target audience

- We primarily focus on supporting community-wide events that reach and support many people.
- We will consider proposals from all local community groups and organisations. Our preference is to support sports/club organisations, schools, kindergartens, community improvement groups (eg. environmental) and charitable organisations who are not for profit.
- What constitutes 'local' will be at the discretion of New World Stonefields, but generally means the immediate vicinity in which our business operates.
- Preference may also be given to grass roots groups of organisations where New World has a national sponsorship agreement in place.
- We prefer to spread our support of the community as widely as we can, and to assist groups through fundraising rather than simply contributing funds.
- We welcome applications from community groups; however, we generally don't support individuals or families, class trips or individual sports teams. We do not support political organisations, research funding religious organisations or commercial entities.
- We welcome store visits for educational purposes for groups of young children. Refreshments may be provided on request.

Sponsorship requirements (to be considered requests must include the following):

- Key details of the opportunity including details of the audience you anticipate reaching through your event or activity.
- State exactly what you seek from New World and provide detail of any previous support received from our business.
- List the benefits to New World:
 - Detail how you will communicate our support to your audience
 - Opportunities to display the New World logo and signage and to acknowledge our contribution
 - Any planned media coverage.
- A list of all sponsors who have committed to work with your event/activity.