



# NEW WORLD

## Te Rapa



### Sponsorship Policy and Guidelines

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

As part of the community, New World Te Rapa 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 Business Support Manager, in consultation with the rest of the senior management team as necessary.

Administration of the sponsorship process will be the responsibility of the Business Support Manager.

### Guidelines

#### General

- Our annual budget for local community sponsorship will be determined by New World Te Rapa. 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 Te Rapa website: [www.newworld.co.nz/te-rapa](http://www.newworld.co.nz/te-rapa), 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 Te Rapa will decide the method of support, either voucher or product. Our preferred method of support is the provision of New World Te Rapa 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 Te Rapa, but generally means the immediate vicinity in which our business operates.
- 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.



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## Sponsorship / Donation Request Form

Organisation Name	
Organisation Type	
Address	
Contact Person & Phone	
Contact Email	

### Event (if applicable)

Event Name	
Event Type & Date	
Event Location	
Provide a brief background on the sponsorship opportunity (What, where & when). Also detail any previous support received from New World Te Rapa	
Who will get to know about this sponsorship? (How many / age group?)	
What benefits are there to New World Te Rapa?	
Any other relevant information?	
What type/level of support are you seeking?	

New World Te Rapa at times publishes the names of organisations it provides sponsorship and/or support to. By applying for sponsorship/support from New World Te Rapa, you are agreeing to the publication of your organisation's name. Once approved, please provide your logo before funds released.

<b>OFFICE USE ONLY</b>	Date received	<input type="text"/>	Review date	<input type="text"/>
	Reviewed by	<input type="text"/>	Approved <input type="radio"/>	Declined <input type="radio"/>