

## GTRNZ sponsorship policy and guidelines

### INTRODUCTION

#### What is Sponsorship?

Sponsorship is the purchase of the right to associate the sponsor's name, products and services with GTRNZ in return for negotiated benefits.

Sponsorship rights can be purchased through financial contributions or the provision of in-kind goods or services.

Sponsorship is not a grant, nor a donation.

Sponsorship is a business relationship in which both the Sponsor as well as GTRNZ should benefit.

#### Determining whether a Sponsorship proposal is right for GTRNZ

Any form of sponsorship will be beneficial.

Benefit may be realised from assistance in defraying the cost of an Event/Round, where the Sponsorship involves sponsorship monies, or in kind services which would otherwise have had to be paid for.

Benefit may also be realised by GTRNZ club members at an Event/Round receiving products or services that are useful to them.

Nevertheless, a determination must be made on each occasion about:

1. whether or not to have Sponsorship
2. the form of any Sponsorship
3. the identity of any Sponsor
4. the benefits of the Sponsorship
5. the obligations upon GTRNZ arising from the Sponsorship
6. any risks associated with the Sponsorship.

That determination will be made by the GTRNZ committee, taking into account the recommendations of the President or his/her nominee.

The GTRNZ committee will take the following principles into account when deciding whether to accept sponsorship offers.

#### Principle 1: Identity of Sponsor

The Sponsor must be a responsible and reputable organisation whose name and identity would enhance the Sponsored Event/Round.

#### Principle 2: GTRNZ's reputation and standing

The Sponsorship should enhance the public image of GTRNZ, and its reputation and standing. There should not be any risk to GTRNZ's reputation and standing arising from the Sponsor's identity, the identity of its affiliates, or the Sponsorship.

#### Principle 3: No conflict of interest

There should not be any conflict of interest, nor any perceived conflict of interest between the Sponsor and GTRNZ.

#### Principle 4: Benefit of Sponsorship.

The specific sponsorship that is proposed, including monies, in kind services etc, should benefit GTRNZ.

#### Principle 5: Appropriateness of Obligations

The specific obligations that GTRNZ will have as a result of the Sponsorship need to be assessed, including by reference to the following:

1. is it within GTRNZ's power and capability to carry out those obligations?
2. will GTRNZ have the resources to carry out those obligations?
3. what are the risks, if any, to GTRNZ in relation to those obligations, and how are they assessed?

#### Principle 6: No favouritism

GTRNZ must not favour a Sponsor in a particular industry sector to the exclusion of its competitors, but will use reasonable efforts to offer the opportunity to sponsor fairly without favouritism.

#### Principle 7: No license of GTRNZ Trade Mark and logo

A sponsorship of GTRNZ does not grant a license of the GTRNZ trade mark and logo to a Sponsor however GTRNZ will allow our trade mark to be used in association with the sponsored Event/Round.

Principle 8: Sponsorship will last for one season only but that the existing sponsor be offered first option to extend exclusive sponsorship arrangements (as detailed below).

#### Sponsorship Benefits

## Sponsorship benefits not permitted

The following sponsorship benefits must not be offered to a Sponsor:

1. Greater prominence of the Sponsor's trade mark, name or logo, compared to the prominence of GTRNZ's trade mark, name and logo
2. Greater prominence of the Sponsor's trade mark, name or logo, compared to the prominence of other sponsors, having regard to the comparative sponsorship monies and other consideration paid
3. Providing the names of GTRNZ members, with or without their contact details (unless in the membership document the registrant consents to this)

## Sponsorship benefits that are permitted

The following sponsorship benefits are permitted to be offered:

1. naming rights for a part of an Event/Round, such as a particular hospitality or other activity
2. signage rights
3. a Sponsor's trade mark, name or logo appearing on event banners, posters, approved printed material, displays, souvenirs, websites and direct marketing material, in a design approved by GTRNZ
4. making presentations at an Event/Round
6. distributing appropriate products at an Event/Round
7. distributing appropriate materials at an Event/Round
8. making products and services available at the Event/Round
9. naming rights of products or services such as a barista service
10. exclusivity of a category of sponsorship (that is, with no other sponsor in that category)

Determination of this shall be determined by the following:

Platinum Sponsor - maximum of one sponsor in this category

Gold Sponsor - maximum of two sponsors in this category

Silver Sponsor - maximum of three sponsors in this category

The value of each category shall be determined by the GTRNZ committee on a case by case basis.

11. providing the names of registrants at an Event/Round, with or without their contact details, if in the membership document the registrant consents to this

## Prohibited sponsor activities

1. The sponsor cannot offer exclusive benefits to any GTRNZ committee member on the condition of the sponsorship being accepted
2. The sponsor cannot conduct secret deals with any GTRNZ member