

NORTHTEC SPONSORSHIP GUIDELINES

NorthTec receive a number of proposals and requests for sponsorship every year. Some of these requests align with our strategic goals and are great opportunities to partner with local and national organisations around a common goal. However there are many sponsorship requests we decline because they do not adequately meet our needs or because we simply do not have the resources available to meet all requests. We have developed this document to make our requirements clear to those seeking NorthTec sponsorship and to encourage the presentation of sponsorship proposals.

All sponsorship proposals must be submitted by January 31st 2016 to be considered for partnership for that year.

NorthTec – Our mission

- NorthTec will be a leader in the **Excellence** of the learning experience for our students; **Employability** of our graduates; and **Contribution** that we make to the economic and social development of Te Tai Tokerau
- NorthTec staff and management are committed to make tertiary education accessible to all Northlanders. We offer our students high quality and industry-focused education, with flexible learning options and a personalised classroom approach.
- Valued as a positive economic and social contributor to the region, developing Northland and its people through tertiary education

General

- We will consider proposals in all categories related to our programme offerings. View a list of our programme areas
- We require sponsorship exclusivity in the category of tertiary education
- Timeliness
- Logo and/or name exposure is considered a bonus but is not considered a benefit of our sponsorship
- We prefer to invest in sponsorships that carry out feedback activity post event, including questions relating to our industry, and who provide results back to NorthTec
- Sponsorships requests should be received by January 31st 2016 for consideration

Target audience

- Under 25's
- Māori
- Northland Schools
- Northland business sector

- Te Tai Tokerau Iwi and Hāpu
- Regional communities

Sponsorships must meet at least six of the following criteria:

- A natural link with our brand positioning and our programme delivery
- Provide an opportunity for recruitment of potential students
- Provide an opportunity for NorthTec to share some key messages
- Provide an opportunity for students to gain practical work experience
- Provide an opportunity for NorthTec to engage with a number of our target audiences
- Provide opportunity for key customer hospitality
- Provide networking opportunities for NorthTec staff
- Enhance the education experience for NorthTec students

To be considered, proposals must include:

- Completed external request for Sponsorship
- Key details of the opportunity (date, time, venue, target audience etc)
- Overview of your marketing plan – including what is and is not confirmed
- List of sponsors who have committed to date
- Comprehensive list of benefits, including how they relate to us and our products

Process for consideration:

- All proposals are reviewed by a panel to assess the suitability, feasibility and resources (financial and human)
- Recommended proposals are presented to the Director of Learner Support, the Director of Corporate Services and the Chief Executive for approval
- You will be notified of the status of your approval within 4 weeks of submission

All proposals must be submitted by January 31st 2016 to

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