



Sponsorship and donation request form

Your organisation's details

ORGANISATION NAME

ORGANISATION TYPE

ADDRESS

CONTACT PERSON

CONTACT PHONE

CONTACT EMAIL

Event details

EVENT NAME

EVENT TYPE

EVENT DATE

EVENT LOCATION

PROVIDE A BRIEF BACKGROUND ON THE SPONSORSHIP OPPORTUNITY (WHAT, WHERE & WHEN).

WHO WILL GET TO KNOW ABOUT THIS SPONSORSHIP? (HOW MANY/AGE GROUP?)

WHAT BENEFITS ARE THERE TO VAN DYKS?

ANY OTHER RELEVANT INFORMATION?

WHAT SOCIAL MEDIA OPPORTUNITIES ARE THERE?

DO YOU AGREE TO VAN DYKS POSTING SOCIAL MEDIA RELATING TO THE SPONSORSHIP?

☐ YES ☐ NO

WHERE CAN VAN DYKS SIGNAGE BE UTILISED REGARDING THE SPONSORSHIP?

Support

WHAT TYPE/LEVEL OF SUPPORT ARE YOU SEEKING?

DETAIL ANY PREVIOUS SUPPORT RECEIVED FROM VAN DYKS.

Sponsorship and policy guidelines

Van Dyks is a locally owned and operated business that is proud to be part of the local community. As part of the community, Van Dyks 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.

Accountability and responsibility

The overall and final responsibility for evaluating sponsorship opportunities rests with the shareholders.

Guidelines

Our annual budget for local community sponsorship will be determined by Van Dyks.

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 and a completed Sponsorship Request Form, obtained from the Van Dyks website: www.vandyks.co.nz, is the only form of application we shall accept. Applications need to be emailed to sponsorship@vandyks.co.nz or dropped into any of our stores.

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 acknowledgment of request will be made within five working days.

Van Dyks will decide the method of support, either voucher or product. Our preferred method of support is the provision of a voucher to be redeemed in our store and/or supply product sourced from our store.

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 Van Dyks, 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.

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 Van Dyks and provide detail of any previous support received from our business.

List the benefits to Van Dyks:

- Detail how you will communicate our support to your audience
- Opportunities to display the Van Dyks 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.

Agreement that Van Dyks can promote your event

Van Dyks at times publishes the names of organisations it provides sponsorship and/or support to. By applying for sponsorship/support from Van Dyks, you are agreeing to the publication of your organisation's name.