

## Miles Toyota Sponsorship Proposal Guidelines

### General Guidelines

- Sponsorship will be focused within our Christchurch / Canterbury Region.
- The sponsorship must be of benefit to our community.
- The sponsorship must have a direct appeal or relevance to our market, clients, products or services.
- Sponsorship funds will not be in the form of a 'cash' payment but will be directed to the material aspects of the organisation or event.
- As a rule, Miles Toyota will not consider sponsorship for individuals, sports teams or political organisations.
- Exclusivity of sponsorship is preferred (but not essential).

### Sponsorship Requirements

- The event or project must create an opportunity for Miles Toyota to display our vehicles and services where permissible.
- Our logo and website address exposure is considered mandatory where possible.
- It must add value to our company.
- Where possible, we will have direct access to your audience.
- It must have a common link with Miles Toyota corporate values and encourage awareness of the Toyota brand.
- Miles Toyota must be mentioned in any press release or media activity.

### Sponsorship Consideration Process

- Sponsorship proposals (in writing) are viewed and assessed by our Sponsorship and Customer Relations Manager.
- Any proposals that meet the above guidelines will then be presented to our CEO for consideration.
- An initial response will be sent to the proposer within two weeks of submission.

### Sponsorship Request Submission

**Sponsorship Proposals should be submitted in writing or via email to:**

**Colleen King**  
**Sponsorship and Customer Relations Manager**  
**Miles Toyota**  
**cking@miles.co.nz**