

## North Shore Toyota Sponsorship Proposal Guidelines

- Sponsorship will be focused within our North Shore Community.
  - 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, North Shore will not consider sponsorship for political organisations.
  - The event or project must create an opportunity for North Shore to display our vehicles and services where permissible.
  - Our logo and website address exposure is considered mandatory where possible.
  - It must have a common link with North Shore Toyota values and encourage awareness of the community.
  - North Shore and must be mentioned in any press release or media activity. Sponsorship Consideration Process.
  - Sponsorship proposals (in writing) are viewed and assessed by our Sponsorship committee.
  - An initial response will be sent to the proposer within two weeks of submission.
- Sponsorship Request Submissions and Sponsorship Proposals should be submitted in writing or via email to:

[Community@nst.co.nz](mailto:Community@nst.co.nz)