

Sponsorship operations manual

Sponsorship is part of InternetNZ's Community Engagement Programme. Staff members make up the Sponsorship Committee who oversee the distribution of \$50,000 per annum with approval from the Chief Executive. Sponsorship is primarily awarded to events and awards in New Zealand that support InternetNZ's [mission and objects](#).

Purpose

InternetNZ Community Sponsorship is available for events and awards in New Zealand that support InternetNZ's [mission and objects](#).

Criteria for funding

Applications are assessed against the following four criteria:

1. **Fit with INZ's focus areas:** InternetNZ assesses applications for fit with our annual focus areas as outlined in our annual [activity plan \(full document here\)](#).
2. **Community impact:** InternetNZ assesses application for the impact on and benefit to the community as outlined in the application.
3. **Outreach value:** InternetNZ assesses applications for the outreach potential for InternetNZ, in its own work and its profile.
4. **Track record:** Where applicable, InternetNZ assesses applications on track record as an indicator of likelihood of success and potential sponsorship relationship.

Overview of the process

Sponsorship applications are made year-round using our online system. Applications are collated by the Community Funding Coordinator and brought to the Sponsorship Committee every month.

Applicants are advised we meet every month and are able to contact us and request a faster assessment if needed. See 'urgent/late applications process below'.

Committee members score and comment on the application individually prior to the meeting, using a 1-5 scale (including .5 rankings) to assess applications against the above criteria. They also consider budget forecasts and staff availability for the event or awards, as applicable. InternetNZ allocates \$40,000 per annum for sponsorship. Applications over \$10,000 are not regularly funded.

The Committee then discusses their evaluation at the meeting and come to an agreed recommendation for the Chief Executive's consideration and decision.

Contracts with the successful sponsorship applicants are then arranged by the Community Funding Coordinator.

Community and Communications (and Events where necessary) manage the provision of logos, signage, staff attendance and any other logistics or engagement as agreed for that sponsorship.

InternetNZ staff often serve as spokespeople at sponsored events and work with Communications team on talking points.

Communications loads the event information onto the Sponsorship page of our website and into the event calendar in order to promote the event as appropriate to the Internet community. All information for that will be provided by Community Funding Coordinator.

InternetNZ often receives free registration to sponsored events as part of our sponsorship contract. We ensure the most appropriate staff/Council member or speaker attends, and the attendance of any other staff is discussed and distributed based on appropriateness/interest within the team. The discussion of upcoming attendance and communications opportunities is a standing agenda item in Sponsorship Committee meetings.

After the event, during the next Sponsorship Committee meeting staff will share the feedback from attended events. Attendee will also update Insightly with short overview for future references.

Timelines and processes

WHEN	WHAT	WHO
8 days before Committee meeting	Committee is directed to individually assess current applications using SmartyGrants system	Community Funding Coordinator
1 day before Committee meeting	Agenda for the meeting with a sponsorship summary spreadsheet and any other required documents are circulated to the Committee	Community Funding Coordinator
Committee meeting	The Committee decides on consensus scores and staff attendance at the approved events	Sponsorship Committee
1 day after Committee meeting	Committee sponsorship minutes and recommendations are written and sent to the Committee for a final overview. After being approved by Committee email to Chief Executive for approval	Community Funding Coordinator
Once approval is received	Applicants are contacted and advised of the outcome. Successful applicants are asked for a signed sponsorship contract/agreement for counter signing.	Community Funding Coordinator
Within 1 week of contacting applicants	The Community Funding & Sponsorship spreadsheet is updated The website is updated with successful applicants and upcoming events	Communications/Community Funding Coordinator

	Signed sponsorship agreements are filed in the iDrive and Community Funding physical folder as well.	
As appropriate	Staff attend events we sponsor	Committee members and Deputy/Chief Executive

Committee membership

The Committee is chaired by the Community Programme Director and Community Funding Coordinator operating as the Committee secretary, with a team of staff representing different programmes and perspectives.

Quorum for the Sponsorship Committee meetings are half the members, and assessments of sponsorship applications are considered complete if half Committee members plus one complete the assessments.

Urgent/late applications process

Once an urgent application is received, the Community Funding Coordinator notifies the Committee and finds a suitable meeting time.

The quorum for urgent sponsorship assessments is three committee members.

The Committee does not score the application individually. Instead, the application is read and assessed through consensus scoring at the meeting.

The Committee recommendations then go to the Chief Executive for approval as normal, and standard process is followed from there.

What to do if you are asked about funding or sponsoring outside events?

- You are welcome to outline InternetNZ's sponsorship process outlined above, but be mindful not to implicitly promise any sponsorship as it may create issues if the applicant is unsuccessful in their request.
- If a potential applicant has queries, please tell them to contact the Community Funding Coordinator for more guidance in the first instance.
- The [sponsorship page](#) on our website also contains information and a link to an application form. You are welcome to send them that link if they don't need further guidance. Please cc in the Community Funding Coordinator to your correspondence if possible.
- Be mindful that even with applicants we have good relationships with, no one is guaranteed sponsorship. There is a robust process of assessment which every applicant must go through, and we need to be cautious that this process isn't compromised.

Appendix 1 – Sponsorship agreement

Event Sponsorship Agreement

[Organisation], henceforth known as “Company,” and **Internet New Zealand Inc (InternetNZ)**, henceforth known as “Sponsor,” enter into this agreement freely and willingly on the **[Date]** day of **[Month]** **[Year]**.

The covenants of this agreement are as follows:

The Event

Sponsor agrees to provide sponsorship (details below) for **[Event Name]**, henceforth known as “Event.”

The Sponsorship

Sponsor agrees to provide Company with **NZ\$ [amount]** for Event.

Terms

In exchange for this sponsorship, Company agrees to **{e.g. provide Sponsor with credit in a program, naming rights to something, etc.}**.

Further to the above, the Company also agrees to:

[insert code of conduct]

Delivery

Sponsor agrees that the item(s) listed above will be delivered to Company no later than **{date}**, via **{means by which the item(s) will be delivered to Company}**.

Relationship

This agreement represents the only relationship between Company and Sponsor. No other relationship between the two entities exists, implied or otherwise.

This Agreement will commence on the date of this Agreement and will terminate on the End Date, unless terminated earlier in accordance with this Agreement.

Signed by Internet New Zealand :		Signed by [Organisation]
Signature		Signature
Name		Name
Date		Date