

NORTHTEC SPONSORSHIP GUIDELINES

NorthTec receives 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 reject because they do not adequately meet our needs or because we simply don't 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 proposals that meet those needs.

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.
- We generally need a minimum of six months lead time for larger impact events to effectively plan and implement our leverage activities. We will accept proposals with a minimum of three months lead time for smaller sponsorship requests that relate to the use of resources including financial and human.
- 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.
- We expect that our sponsorship partners will invest a minimum of 10% of the total value of the sponsorship to proactively add value to the sponsorship. (need to clarify where/how that 10% can be invested)
- A sponsorship that can be seen as a partnership and that has some legacy will take preference.
- Sponsorship requests should be received in October or March as this is when our commitments to our budgets are tied in.

NorthTec's Brand Positioning

- NorthTec staff and management are committed to our Charter 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.
- Transforming Lives
- Only government tertiary institution based solely in Northland
- Inspiring communities to engage and achieve
- Developing Northland and its people through tertiary education
- Quality provision of education for national and international students

Target Markets

- Under 25's
- Maori & Pasifica
- International students
- Northland Schools
- Northland Business sector
- Te Tai Tokerau Iwi and Hapu
- Regional communities

Sponsorships must provide at least six of the following:

- 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 markets
- 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:

- 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
- Suggestion of creative ideas as to how we can use the sponsorship and those benefits to connect with our target markets
- Timelines, including important deadlines
- Credentials of your company and any key sub contractors (e.g. event coordinator, media manager, emcee etc)

Process for consideration:

- All proposals are reviewed to assess the suitability, feasibility and resources required (financial and human)
- Recommended proposals are presented to the Marketing and Communications Manager, The Director Education Services and the Chief Executive for approval.
- You will be notified of the status of your approval within 4 weeks of receiving the proposal

Submit proposals to:

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Marketing and Communications Team
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