

Sponsorship Proposal Guidelines

General Guidelines

Sponsorship will be focused within our Bay of Plenty 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, Pacific Toyota will not consider sponsorship for individuals, sports teams or political organisations. Exclusivity of sponsorship is preferred (but not essential).

Sponsorship Requirements

The event/project must create an opportunity to display vehicles & services where permissible.

Our logo exposure and website address link is considered mandatory where applicable.

Internet website exposure through interweb links.

The means to add value to our company.

Direct access to a wide audience.

A common link with Northland Toyota corporate values and encourage brand awareness.

Pacific 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/Customer Relations Manager.

Any proposals that meet our Sponsorship Guidelines and Requirements will then be presented to our CEO for consideration.

An initial response will be sent to the proposer within 2 weeks of submission.

Sponsorship Request Submitting Process

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

Colleen King

Sponsorship/Customer Relations Manager

Pacific Toyota

P O Box 681

Tauranga

Email: cking@pacifictoyota.co.nz