

## 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, ILAM 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 ILAM Toyota corporate values and encourage brand awareness.
- \* ILAM 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  
ILAM Toyota  
P O Box 22482  
Christchurch  
Email: [cking@miles.co.nz](mailto:cking@miles.co.nz)

