

Sponsorship process guide: External

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

Applications are assessed against the following four criteria:

- 1. Fit with INZ's mission and objects:** InternetNZ assesses applications for fit with mission and purpose as outlined in our [mission and objects](#).
- 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.

Process

Sponsorship applications are made year round using our Smarty Grants system. Applications are collated by the Community Programme Liaison and brought to the Sponsorship Committee every 2 months.

The Committee is chaired by the Community Programme Director and Community Programme Liaison operating as Committee Secretary, with a team of staff.

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

Committee members score and comment on the application individually prior to the meeting, using a 1-5 scale to assess applications against the above criteria. They also consider budget forecasts and staff availability for the event or awards, as applicable. InternetNZ

allocates \$50,000 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 Programme Liaison.

Operations

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.

The Chief Executive and Issues Director also often serve as spokespeople at sponsored events so Communications is responsible for keeping them regularly updated. Communications also puts the event onto the Sponsorship page of our website and into the event calendar in order to promote the event as appropriate to the Internet community.

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, Community staff are contacted for feedback, which we give based on feedback from attending staff or Council members. This feedback is also provided to the Sponsorship Committee as a reflection report.

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 Liaison 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 Liaison 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.