



SPONSORSHIP POLICY

July 2020

1. OVERVIEW

This policy outlines Amuri Irrigation Company Limited's (AIC) requirements for and approach to sponsorship proposals and donations.

2. POLICY STATEMENT

AIC undertakes sponsorship to support and benefit its shareholders and the community whilst demonstrating its continuing commitment to the area and the environment.

Sponsorship and donations play a part of achieving AIC's business objective to position itself as an integral part of the Amuri and Hurunui communities. Sponsorship is a way of increasing brand awareness, reinforcing our values and generating loyalty. It can create positive PR and help with the development of alliances within the community.

3. DEFINITION

Sponsorship is an investment by AIC in activities or events that meet our sponsorship criteria and provide a benefit to AIC to enhance our company profile and community relationships. There must be some form of partnership arrangement to ensure benefits for AIC as well as benefits for the group we choose to sponsor.

4. GENERAL PRINCIPLES

AIC will consider proposals for sponsorships which are aligned with our vision, values and objectives. There are three objectives when considering what support we can offer.

These are:

- Development and promotion of positive relationships with AIC's shareholders, stakeholders and the community through social and community enrichment initiatives.
- To continue to be recognised as a progressive irrigation company who 'leads from the front'.
- Building public goodwill to support AIC's strategy and long-term plans through positive associations with AIC sponsorship activities.

Where possible, all three objectives should be met by any sponsorship undertaken. Sponsorship initiatives are to be developed within the overall communications plan.

The Board must evaluate and approve all significant sponsorship opportunities for all investments over \$1,000 and all events or activities with a substantial public profile. Larger one-off sponsorships with individuals or groups may be pursued but only if these provide opportunities for AIC to enhance our brand attributes, gain positive media coverage and cement our role in the community.

All sponsorship opportunities should be considered from a shareholder and stakeholder perspective.

Sponsorship funds should be directed to tangible aspects of the event or cause rather than general organisational running costs or to cover promotional or advertising costs. Top tier sponsorship of an event or cause is always preferable.

5. SPONSORSHIP CRITERIA

Submissions will be considered for sponsorship that meets most or all the following criteria.

- a. Contribute to the development or enhancement of the Amuri and Hurunui areas or groups or individuals within the Hurunui-Waiiau catchments.
- b. That the event or activity is based in the Amuri and Hurunui area or promotes the area, with a strong clearly identifiable link to AIC.
- c. That the event or activity has a wide appeal and a positive public association.
- d. Promotes and is aligned with AIC's company values, strategies and objectives
- e. Assists AIC to build relationships that provide partnership opportunities, gaining positive media attention.
- f. Enhances AIC's relationships and position in the rural community
- g. Offers measurable and appropriate promotional opportunities through advertising, signage, published material and/or media coverage
- h. Is top tier sponsorship level for an event or activity for which we receive positive coverage.
- i. Offers other benefits from this event/activity

Three further considerations are:

- I. That AIC can act as a catalyst to support the launch of this event/activity until it becomes self-sufficient.
- II. That if we were not to support this initiative, it would not be able to go ahead due to insufficient funds.

6. AIC WILL NOT SPONSOR

- a. Events or organisations outside of the Canterbury area.
- b. Illegal or high-risk events or activities
- c. Events associated with tobacco, drugs or alcohol.
- d. Controversial or polarising events or activities
- e. Any political or religious event or organisation
- f. Anything that could be considered harmful to the environment.
- g. Improvements to private property that do not have measurable community benefit.

7. MEASURING SPONSORSHIP BENEFITS

A sponsorship evaluation process, with specific and measurable targets, should be agreed between AIC and the sponsored organisation and documented, where possible, in a contract. These targets are reviewed at the end of the event.

The sponsored organisation may provide data or an evaluation of the sponsorship to facilitate this review.

The positive impact of a sponsorship is maximised when:

- The sponsorship creates a relationship that promotes or advances the company vision and values to stakeholders

- The sponsorship achieves high recall and creates long term sustainable value
- The target audience is highly involved with AIC
- The sponsorship is valued by the community and by the target market it reaches.

8. CHARITY AND DONATIONS POLICY

AIC receives some requests for donations to charitable causes and team sponsorships. Requests for such donations are made throughout the year but AIC will treat them as if they were applications to the Amuri Irrigation Community Fund.

THE AMURI IRRIGATION COMMUNITY FUND

The Amuri Irrigation Community Fund will make available a total of \$8,000 annually to groups and individuals within the Amuri and Hurunui communities comprised of the towns of Culverden, Rotherham, Hawarden, Waikari, Scargill and Waiau.

Grant funding rounds will be made twice annually in February and August to equally accommodate both summer and winter activities. Under special circumstances we can consider applications outside of the designated funding rounds.

Grants of up to \$1000 can be applied for.

Applications

An application form and examples of previous grant recipients will be available on our website (www.amuriirrigation.co.nz)

Applications should:

- Foster the development of sporting, recreational or social activities within the Amuri and Hurunui areas for either a group or individual.
- Align with values of AIC.

Selection Criteria:

The project should:

- Contribute to the development or enhancement of the Amuri and Hurunui communities or groups or individuals within the catchment.
- Demonstrate how the sponsorship will be effectively implemented and managed.
- Demonstrate that alternative funding may not be available elsewhere or to the extent required to meet the group's objective.
- Provide opportunities for AIC to promote themselves (social media, signage, newsletter, website, etc).

AIC will ensure that all grants made can be promoted via the AIC website, the recipient's website, social media, on site signage, etc. This will be listed on the application form and we will ask and expect recipients to actively promote our support

Funding Distribution

The funding committee will be established by a delegation from AIC Board consisting of the CEO, Chair and the Business Services Manager.

- Distributions should consider whether that group or individual has received funding in the past.
- Distribution of funds should be made as widely as possible and groups may not receive their full desired amount.

Other considerations

- A sum of money should be reserved each year to assist with promotional costs. (I.e. signwriting).
- When groups have been given sums in excess of \$1000 (most likely over multiple distributions) then signage or a more permanent acknowledgement of support and sponsorship from AIC should be sought.



APPLICATION FOR GRANT FROM THE AMURI IRRIGATION COMMUNITY FUND

CONTACT INFORMATION			
Name of Group			
Contact Person			
Phone			
E-mail			
Postal address			
GRANT REQUESTED			
Where group/individual is based			
Type of group:			
Reasons for applying for grant			
Amount requesting			
Do you have access to additional funding?			
FURTHER INFORMATION			
How does your group/club/project contribute or enhance the Hurunui and Amuri area?			
How will the project/event/group be managed?			
Are there any promotional opportunities for AIC?			
AGREEMENT			
<ol style="list-style-type: none"> 1. You agree that if you are successful in receiving a grant, you will apply the grant in the manner that you have outlined above. 2. You agree that any images or affiliated materials from your group may be used by Amuri Irrigation 3. By submitting this application, you authorise AIC to make enquiries into the information have supplied. 			
SIGNATURES			
Signature		Signature	
Name and Title		Name and Title	
Date		Date	