

## AUTISM NZ THINKS DIFFERENTLY ABOUT SPONSORSHIP

Thinking differently has paid off for Autism NZ.

Deciding to auction off the naming rights to their annual appeal week, Autism NZ used the Trade Me auction site to attract a new sponsor. The Cookie Time Charitable Trust staved off hot competition from a range of Kiwi businesses including a Christchurch strip club to win



the \$250,000 Appeal Week sponsorship package.

The Trust posted the winning bid of \$52,100 on April 19th for the sponsorship rights. The bid enabled the Trust to see off bids from a wide range of interested businesses, including fuel rewards programme company Smartfuel and Christchurch adult entertainment venue Calendar Girls.

Autism NZ Chief Executive Alison Molloy explained that they needed to think differently about fundraising and sponsorship, and so decided to stretch their ideas. Prior to the auction Alison commented, "A winning bidder prepared to think outside the square would complement our organisation's support for people who think differently but contribute so much to society. We think this Trade Me auction may be just the thing that attracts them," Ms Molloy said. "Our support means so much to all those who have a family member with an Autism Spectrum Disorder. Providing the right information, advice and support at the right time, so individuals can choose their own path within a community rather than outside it, changes the lives of many. It is a difficult climate in which to raise funds and we need money to keep running our services such as our 0800 Help Line, our newsletters and courses for families. We are looking forward to having a major sponsor for the year's appeal as well as support for the rest of the year.

Jon Boyer, National Funding and Communications Manager for Autism NZ, echoed Alison's comments. "Most companies already have a charity they support, therefore Autism  
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### You will learn:

- How and why Autism NZ auctioned the naming rights to their Annual Appeal Week
- Details of Contact Energy's sponsorship of Triathlon NZ, and why it's an award winner
- Why China-based whiteware manufacturer Haier is increasing its profile through sponsorship
- The values of naming rights sponsorship that you need to be aware of
- How to create a prospecting list for finding sponsors
- ITM is making in-roads in sponsorship
- Why a recruitment agency supports clowns

## EDITORIAL



MCOMMS, MFINZ, CFRE

*Our cover story this month on Autism NZ's innovative search for a new sponsor signals a bit of a sea change in how we think about promotions and marketing.*

*Trade Me has certainly provided non profits with a number of new options for fundraising including on-line auctions, regular selling (instead of operating a shop), appeals, cheaper recruitment, and now sponsorship seeking.*

*Of course it can't be all left to Trade Me. It needs marketing, a news media strategy and some creative appeal. Jon Boyer, the National Funding and Communications Manager at Autism New Zealand, has had a strong background in the corporate sector and therefore an understanding of what hits the hot buttons in the commercial world. He's also got experience in direct marketing, working with creative agencies and the media.*

*The campaign also brings to the fore the new approach to "sponsorship". While we understand that sponsorship is an exchange of goods and services, we see the new sponsor, Cookie Time clearly strategising around its corporate citizenship role. It has an established charitable trust to manage its community activities and it has a clear affinity with the cause through a family member.*

*The campaign may also herald another "first". This is one of the rare times we can tell you how much the sponsor paid!*

*Looking forward to many more creative ideas in business / non profit relationships.*

Heather

## HAIER TO SPONSOR NEW ZEALAND'S EXPO PAVILION IN SHANGHAI

Haier, the world's largest manufacturer and marketer of whiteware, is now one of three Foundation Sponsors of the New Zealand pavilion at Shanghai World Expo, which officially opens on 1 May 2010.

Haier is one of China's largest companies, with 29 manufacturing centres and 60,000 employees. A year ago, Fisher & Paykel Appliances formalised its partnership with Haier in a long term strategic business alliance designed to accelerate Fisher & Paykel's global expansion. The partnership with Haier, which originally commenced in 2004, promised to deliver Fisher & Paykel access to the lucrative high end of the Chinese appliance market, taking advantage of Haier's vast retail network in China that includes over 36,000 franchise stores.

As well as this sponsorship announcement of the Shanghai Expo, Haier is also piggy-backing Fisher & Paykel's involvement in netball by sponsoring the Central Pulse netball team (see back page of last month's *Sponsorship Profile*.)

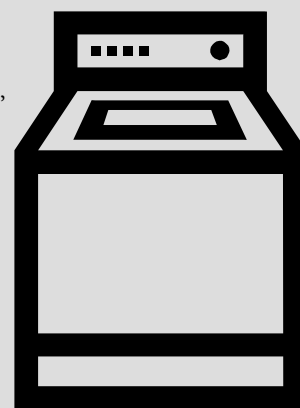
Phillip Gibson, New Zealand's Commission-General for the Shanghai World Expo, describes Haier's decision to join Zespri and Solid Energy as a Foundation Partner for the New Zealand pavilion as a "tremendous boost."

"Haier, because of its status both in China and on the global stage and its strong interest in New Zealand, will be a prestigious major sponsor for the New Zealand pavilion," Mr Gibson said.

He said that it was important that there was strong private sector support for the New Zealand participation at Shanghai. "This is much more than a Government initiative. It's a 'NZ Inc' enterprise," Mr Gibson said.

Other major sponsors include Fonterra, Air New Zealand, ANZ and Ngāi Tahu, along with Foundation Sponsors Solid Energy and Zespri. It is expected that some 40,000 people will visit the New Zealand pavilion each day.

For more information about the pavilion, including NZTE's VIP corporate hosting programme, visit <http://shanghaiexpo2010.nzte.govt.nz>.



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NZ had to look at different ways to get sponsorship. The current financial climate further extended our ideas to think differently about sponsorship.”

After the auction, Ms Molloy said the organisation is delighted with the result.

"We are grateful to all those who got into the concept of the auction and we also acknowledge how the media support really made the auction sizzle in the last hour," she said. "CookieTime is a New Zealand family owned company whose charity already supports dyslexia, so we are delighted with their decision to extend their sponsorship to over \$50,000 for a related cause. This works out beautifully for us and we feel it also will for them. This is really exciting and our community is thrilled. This goes to show once again that thinking differently does work and should not be ignored as many people on the autistic spectrum know, as did the people who got into the spirit of our search for a much needed sponsor," Ms Molloy said.

Trade Me's head of advertising Michael Gregg said the online marketplace was pleased to be getting involved.

"At Trade Me headquarters we're pretty big on thinking differently – in fact it's something that New Zealand as a whole is famous for. Autism is part of the lives of many of those in the Trade Me community, it's nice to be giving something back. We're certainly encouraging Kiwis to get involved in landing a pretty awesome package for themselves, their mates or their organisations."

The companies which donated services for the prize package were: Y & R, Mediaedge, Convey IT, GEON, Slingshot, Simply Food, Newsletters Limited, Trade Me and the Metservice. The appeal week package worth over \$250,000 included:

- Sole naming rights of Autism NZ Appeal Week
- Over \$250,000 worth of marketing & advertising stuff, including:
  - Creative time from Y&R Advertising
  - A media schedule for \$120,000 of ratecard display advertising across Trade Me sites
  - Media planning and strategic media advice from Mediaedge.cia
  - Advertising space on metsservice.com worth \$40,000
  - \$15,000 of print management services from GEON
  - A free quarterly newsletter service from Newsletters Ltd
  - A cocktail party for 50 people from Simply Food



- Free broadband from Slingshot
- Legal services up to \$1,500 from Gibson Sheat

Cookie Time Charitable Trust Trustee Michael Mayell was delighted to have won the sponsorship package.

"We are absolutely thrilled to have secured this opportunity. This was a last minute bid, as we'd only heard about it late last night, but it wasn't a difficult decision. It's a deserving cause, and something that fits in well with other initiatives the Cookie Time Charitable Trust has championed."

It is also a cause that is near to their hearts, as fellow trustee Guy Pope-Mayell (Michael's brother) has a child on the Autism spectrum.

"The Cookie Time Charitable Trust has already made a huge difference for children with learning difficulties through its sponsorship of the Dyslexia Foundation of New Zealand. This is a perfect opportunity to focus on a related area that will help the Trust fulfil its mission, which is helping New Zealand kids discover their gifts," said Mr Mayell.

He was looking forward to working closely with Autism NZ.

"We are also excited about exploring opportunities for an ongoing partnership between the Trust and Autism NZ, based around principles of celebrating difference. It's wonderful to be in a position to support Autism New Zealand, and we can only do this through the generosity that New Zealanders have shown us."

Autism New Zealand Annual Appeal Week runs from Tuesday 1 June to Monday 7 June.



# Autism New Zealand Inc.

Including Asperger Syndrome and Related Disorders

## **Case Study: CONTACT ENERGY AND TRIATHLON NEW ZEALAND**

In a couple of past issues of *Sponsorship Profile*, we've brought news to our readers of Contact Energy's sponsorship of Triathlon NZ, including the announcement that the sponsorship had won the Commercial Partnership Award at SPARC's 2009 NZ Sport and Recreation Sector Awards. So we thought it was time to delve a bit deeper and bring you the full story of what the key ingredients are in a successful and positive partnership and why it just keeps getting better.

### **It's all about engagement**

Coming on board in November '07, one of the first roles Contact's new Sponsorship Manager, Craig Griffiths, was tasked with undertaking was a thorough exploration of all Contact's sponsorships and the development of a cohesive sponsorship strategy in line with the company's brand and values.

At the same time, Tri NZ had decided to seek a 'whole of sport' commercial partner as opposed to having different sponsors for different events. Tri NZ wanted an active and engaged partner who would be able to provide not only funding but a strong commitment to leveraging their investment as well.

Tri NZ knew that the partnership wouldn't work unless their partner-to-be had similar growth aspirations and shared the same philosophies of healthy active lifestyles. As the incumbent sponsor of the 2006/2007 Tri Series events, Contact was an obvious choice for Tri NZ to approach. Tri NZ set about working to get a more in-depth understanding of Contact's needs.



### **Creating a win-win partnership**

With plenty of research and good ideas under their belt, by the time Tri NZ approached Contact in May '08 they were confident they had an offer Contact could not refuse.

The proposal was well aligned with Contact's brand, offered tangible properties and demonstrated that it could deliver on Contact's objectives. The proposal also spread across the full range of marketing delivery channels and promised Contact access to national, community, and individual audiences.

Contact was convinced and signed up for a four year partnership as principle sponsor of Tri NZ in 2008.

"As New Zealand's fastest growing sport, this was an exciting proposition for us," said Griffiths. "With 90,000 participants and a further 350,000 people indicating they were interested in the sport, that presented an audience with huge potential."



"Another great benefit is Tri NZ encompasses all levels of the sport. Unlike some other sports where there are completely separate organisations for the different levels, Tri NZ looks after the elite athletes as well as networking with clubs at the community level."

"It was clear that Tri NZ understood our needs, had a coherent and considered commercial partnership strategy, and was able to quantify the value of partnership and tailor it into an attractive 'whole of sport' partnership. Their ability to understand our needs and meet them was central to our decision to partner with Tri NZ," said Griffiths.

### **Making the contract count**

The signing of the contract was just the start of the relationship. With the contract signed, Contact was keen to actively promote and leverage the partnership through a widespread mixed media campaign (newspapers, radio, billboards, website and magazines).

That was two years ago and the two organisations continue to work together on new initiatives.

Carl Jackson, Commercial Director at Tri NZ, says their organisation strives to achieve more than the contract's requirements. "Whilst the sponsorship contract deliverables are important and obviously mandatory," says Jackson, "Tri NZ strives to over-deliver to Contact to really make the partnership a success. This involves creativity and reinventing the wheel each year."

The latest Tri Series events saw the launch of two new activities designed to drive further interest in triathlon: the Contact CEO Challenge and Contact's 'dollar per kilometre' for CureKids campaign.

The CEO Challenge saw Contact's Managing Director, David Baldwin, challenge fellow CEOs to take part in the Takapuna leg of the Contact Tri Series.

## An award winning partnership



The dollar per kilometre campaign saw Contact donate one dollar to its charity partner CureKids for every kilometre covered in the Tri Series – successfully raising \$89,664 in the process.

Further enhancing the partnership has been strong, well executed creative ad campaigns. Building on the “You never know until you Tri” tagline of 2008-09, the most recent Tri season has seen a cheeky play on words with the tagline “Triathlon – it’s a Contact sport,” as the campaign focuses further on increasing people’s awareness of Contact’s sponsorship of Tri NZ.



“Watching the elation of people as they cross the finish line is something special and we felt the “Triathlon – it’s a Contact sport” line really allowed us to showcase this through strong imagery which was closely aligned to our brand and values,” said Griffiths.

### An open approach

It’s a partnership that is delivering real results. Over the 2008-09 year alone triathlon participation levels have continued to rise, exceeding expectations across all levels of the sport.

Television media have been keen to get on board with live

coverage of the Takapuna leg of the Tri Series on TVNZ, and TV1 and TV3 news covering six of the Contact Tri Series events and capturing the Contact brand.

Research has shown that Contact’s leveraging of the Contact Tri Series has also had a significant and positive effect on Contact’s business.

Both organisations put the success of the partnership down to a shared commitment to regularly evaluate and improve the partnership.

Contact carries out an annual staff survey to measure staff engagement, specifically the number of staff taking part in events and their level of engagement with it. Secondly, Contact undertakes research to measure public perception of the sponsorship and how this positively impacts their view of Contact.

“A key success factor for the partnership is the professionalism of the Board and executive team at Tri NZ,” said Griffiths. “Highly regarded by SPARC, the Board are so committed to their sport and to doing their job well. That’s something we look for – good partners who we can trust and rely on, and who have a willingness to work together with us.”

Griffiths says communication between the two organisations has been a key driver of success with the organisations talking daily, not just waiting for monthly meetings or an annual review. “We have a great relationship with Tri NZ and the discussions are really open.”

Carl Jackson from Tri NZ adds, “Whilst both parties talk most days, the bi-monthly face to face meetings are really important. These meetings are pretty formal, with agendas set and minutes taken, to maximise the effectiveness and to ensure all action points and opportunities are leveraged.”

Contact and Tri NZ have created a refreshing approach to sponsorship partnerships. “It’s no longer a case of just handing over a cheque and walking away, it’s now a case of organisations walking side-by-side. I hope that other non-profits take this message on board when they’re looking to attract commercial investment,” said Griffiths.



## VALUES FROM THE RUGBY WORLD CUP

Many non profit organisations, sports groups and charities are still naïve in terms of the expectations of major organisations when it comes to sponsorship benefits, rights and the delivery on sponsor expectations.

The Rugby World Cup is a case in point. At a recent function in Auckland to update accommodation and tourism providers on the opportunities of the Rugby World Cup, IMG's head of legal affairs, Cate Slater, reminded the group that there are rights protections sought by the owner of the sponsorship property. For example there are terms, logos and associations that can and can't be used. Only genuine, contractual sponsors are allowed to claim an association with the event, and effectively anyone else who claims to have an association, or offers a product associated with the event, is in breach of one of New Zealand's own laws – the Major Events Management Act 2007.

Of course the Rugby World Cup is not the only major event which polices its rights very strictly – you will find the same applies to most other international sporting events. Until the loss of the partnership deal with the Australian hosted Rugby World Cup, New Zealanders were pretty naïve about the requirements for hosting world events. Clean stadia were not on our agenda and because many naming rights contracts had been signed up some years before we got serious about the value of such international events, we couldn't provide the requirement of a stadium clear of corporate names.

Now, however, anyone negotiating naming rights is aware that naming rights to a building might have to play second fiddle to the rights of some international mega company – if the international benefits are seen to outweigh the local ones.

While sporting bodies are becoming more savvy, despite Cate Slater's comments about the confusion and naivety around the scale of the event and the legislation, it is clear that non profits and charities are still far too casual about the contractual expectations of the corporate market.

Many non profits have no mechanism for brand protection, for example. The names of events are often unregistered, meaning that a good product could become tainted by unauthorised use of the same name. Many groups are unaware of the risks which might affect their sponsorship contracts and because they are unaware, there is no risk management plan. What might happen to the sponsorship if a key contributor pulls out? If the event is cancelled due to bad weather what remedy might be sought by the naming rights sponsor?

One might expect ambush marketing to be mentioned in a naming rights contract yet few organisations invest any funds in creating a contingency plan.

Brand protection for the sponsor is often mentioned in contracts yet few non profits understand the legal obligations that might accrue should they have to sue someone else for breaching the sponsor's rights.

The expectations of the corporate market should also extend outside the terms of the contract. How rarely we hear of non profits speaking out to protect or endorse the brand of their naming rights sponsor. Sometimes a mention of the sponsor's name on their website is about the best they can expect. Rarely is there some example of a non profit supporting their corporate partner through troubled times.

Take the Telecom example. It supports the Heart Foundation's Digivillage product (a website) and their support is clearly stated on the Digivillage website.

However a search of Telecom on the Heart Foundation website includes only one mention of Telecom thanking them for their support of Digivillage – no clear links to the Telecom website, no further mention since then, no support of them during troubled times.

Of course the price and scale of the sponsorship agreement might preclude massive investment in brand protection, and certainly some arrangements are for such short periods of time that some element of risk is worthwhile, but how much does it cost to treat our sponsors with some degree of respect?

It costs nothing for us to create sponsor pages on our websites and to regularly update them with relevant news. It costs nothing to maintain regular communication, sharing issues and alerting each other to problems. It costs nothing to endorse the sponsor's products

or their service in tough times.

Let's be quite clear: no one from New Zealand Rugby World Cup promotional team is ever going to be anything except one hundred percent supportive of their investment in the rights to the Rugby World Cup. They are going to protect the rights of the sponsors and sing their praises because we know the value of what's on offer. Our local sponsors might be working on a smaller scale, but they still deserve the same respect.



# YOUR SPONSORSHIP QUESTIONS ANSWERED

In this regular column, Heather Newell, CFRE, provides practical answers to sponsorship questions. As one of New Zealand's leading consultants and commentators on sponsorship, Heather is happy to answer our readers' questions. Email [heather@foresee.co.nz](mailto:heather@foresee.co.nz)



Q

*How do we create a prospecting list to find sponsors for our annual conference?*

A

When people think about sponsorship they often see the corporate market in terms of the big top 100 companies in New Zealand. They can be found in business magazines like Management which produces a list each year with Deloitte's of the top 200, or by web services like Kompass. You can search for companies under various categories like number of employees, by turnover or profit.

For a specialised conference you will need to think about the affinity you have with your potential sponsors. The list will include your normal suppliers but you will include their competition as a back up. Be sure to speak to your normal suppliers first or you may lose some of their loyalty to you. In a normal sponsorship you would have only one sponsor from each category. That will also apply here but don't forget you can also sell display space and that's not going to be restricted in any way.

Look slightly further afield – will any Australian sponsors be interested in getting a toe-hold in the market?

Have a look at your regular funders to see whether they may be interested in sponsorship. Some funders have social messages and they are seeking promotional

opportunities.

Outside of your normal suppliers, think about the things that your members need to have like insurance, health care, fitness, recreation, Sky TV subscriptions, car sales and real estate. In your prospecting list consider whether you will approach a local or national company. If it's a franchise, does the local franchise holder have authority or do you need Head Office approvals?

Put contact names by all the companies on your prospect list. Even if it's not the right person, put down the name you know – then at least you can get an internal referral.

Once you have the list, assign the task of researching them further, check out who they already support and rank them. Put the list into a folder, gather together your research and use this as your contact management system. If you prefer, create a proper electronic system that can be accessed by all your volunteers.

## ► Sponsorsnips

### ITM sponsors another high profile event

Adding to ITM's sponsorship of the Hamilton V8s, New Zealand's home-grown building suppliers' co-operative will sponsor the national provincial game from this year with the best of provincial rugby pride competing for the ITM Cup.

The New Zealand Rugby Union (NZRU) unveiled ITM as the new title sponsor for the national domestic competition from the start of the 2010 season. ITM takes over the sponsorship honours from Air New Zealand which is focussing its support on the All Blacks.

NZRU Chief Executive Steve Tew welcomed ITM as a perfect fit with New Zealand's provincial rugby competition.

"This is an exciting time for ITM to come on board. We saw a great surge in support for the competition last year, and this was particularly strong in television audience numbers.

"This year will be about capturing that same energy and level of interest and working with the provincial unions to harness support for this competition into the future," Mr Tew said.

ITM Chief Executive Gordon Buswell said the co-operative membership was delighted with their new involvement in the competition. The ITM Cup was the perfect extension of their existing relationship with provincial rugby through their sponsorship of Sky TV's coverage of the competition over the last three years.

"Putting our name behind this great tradition of provincial rugby reflects strongly where our heart and minds are which is right in the regions," Mr Buswell said.

"The provincial pride of the ITM Cup also reflects the pride of our stores, customers and suppliers across the regions. We are all hugely excited about the competition this year.

"We and our members are thrilled about our association with ITM Cup. Inter-provincial rivalry will take on a whole new meaning for our 90 stores across the country, as we not only anticipate a great competition but also celebrate the best of our provincial talent," Mr Buswell said.

News from its sponsorship property the V8 400 motor-racing event in Hamilton is that ticket sales were down but sponsorship held its own.

"To secure a naming sponsor of this significance provides increased commercial credibility and to achieve this outcome in the current economic climate speaks volumes for the stature of our event and our belief that V8 Supercars can deliver a value for money, positive return on investment for sponsors," said Event Director, Steve Vuleta. "ITM have been a sponsor in the last two years. They are a strong New Zealand company with nationwide distribution, their customers are our key demographic and ITM has excellent brand and corporate values."

Media comment had put a negative spin on the event, with ticket sales down from the previous two years. However, event organiser Dean Calvert was upbeat leading up to the event. "A couple of weeks ago we were starting to scratch our heads going 'what's going on here' but certainly over the last two weeks sales improved dramatically and

we've ended up with nearly full grandstands everywhere and we ended up with a fantastic event," he said.

Interestingly, corporate involvement seemed adequate on the sponsorship front but not on the corporate ticketing side. Dean Calvert said the ticket numbers were exceptional, given that they included corporate hospitality numbers, and last year they had three times the amount of corporates than this year.

Vuleta continued, "Sustainability is a key thing and while we realise we're in tough economic times, although hospitality sales are down interestingly enough sponsorship is up. It is a product that does deliver and people do want to get involved."

### Sponsorship puts smile on face of Clown Doctors

Christchurch-based recruitment company Tradestaff announced in February it had become the founding sponsor of Clown Doctors New Zealand.

Professionally trained clown doctors started visits to Christchurch Hospital last September to employ the healing power of humour. Tradestaff Managing Director Kevin Eder says his company is thrilled about its new role as founding sponsor for such a worthwhile cause.

"We are very excited about our involvement with this fantastic charitable trust," says Mr Eder.

Clown Doctors is a charitable organisation responsible for training, providing and managing clowns to provide services in hospitals. Christchurch's clown doctors visit Christchurch Public Hospital's children's wards, acute medical assessment unit and oncology weekly, while also running a geriatric programme at Princess Margaret Hospital fortnightly. Frequency of visits is dependent on the funding available which is used to pay the clown doctors – there is no cost at all to the hospitals participating in the programme.

Team co-ordinator and administration manager, Rita Noetzel, says that Clown Doctors New Zealand's goal is to employ 30 clown doctors who regularly visit hospitals nationwide.

Christchurch-based doctor Thomas Petschner, founder and Chief Executive of the Clown Doctors New Zealand Charitable Trust, says he is very grateful to Kevin Eder and Tradestaff for its sponsorship of Clown Doctors.

"Kevin is very passionate about the work we do in hospitals and we are looking forward to working with Tradestaff to help increase the hospital visits by the Clown Doctors here in Christchurch."

He says there are real benefits in blending health with humour. "You become healthier just by smiling! Smiling really does help relieve pain and research shows patients visited by clown doctors are happier and better equipped to face the procedures that lie ahead."