

Hawke's Bay & Taupo Toyota



Sponsorship Proposal Guidelines

Hawke's Bay & Taupo Toyota receives dozens of proposals every year, many of which we reject because they do not adequately meet our needs. We have developed this document to make our requirements clear to potential sponsorship seekers, and to encourage the presentation of proposals which meet those needs.

General

Hawke's Bay & Taupo Toyota do not enter into 'cash' sponsorships.
We will consider proposals in all categories except those pertaining to individuals.
We require sponsorship and sales (if applicable) exclusivity in the category of vehicle servicing and sales.
Logo exposure is considered mandatory.
We prefer to invest in sponsorships that carry our audience research during and/or after the event, including sponsor questions, and providing results to the sponsor.

Core Brand Values/Attributes

To assist you in understanding our positioning, here is an overview of our core brand values and attributes:
Lexus – Upmarket, prestigious, luxury vehicles.
Toyota and Daihatsu – quality and reliable everyday vehicles. Number 1 vehicle sales in NZ.
Signature Class – quality used vehicles, backed by Toyota NZ warranties.
Hawke's Bay & Taupo Toyota – a successful and well established franchise.

Sponsorships must provide at least five of the following:

- A natural link with our core brand values.
- Internet exposure through website links.
- An opportunity for merchandise exposure e.g. vehicles and POS material displayed at the event or promotion.

- Provide opportunity for key customer hospitality i.e. in the way of admission tickets.
- Direct access to a very large audience (experiential)
- Means to add value to our company.

To be considered, proposals must include:

- Key details for the opportunity
- Overview of your marketing plan – including what is and is not confirmed
- List of sponsors who have committed to date and ones being approached.
- A comprehensive list of benefits, including how they relate to us and our products
- Timelines, including important deadlines
- Credentials of your company and key subcontractors (publicist, event producer, etc)

Process for consideration:

All proposals are viewed by Sponsorship Manager to assess suitability, feasibility and resources required (human and monetary)
Recommended proposals are presented to Managing Director for approval
Applicant is notified of the disposition for proposal within 4 weeks

Target Market

Hawke's Bay & Taupo Toyota aims to reach all people in the community of key distribution area which is predominantly Hawke's Bay, Taupo and Taumarunui.

Submit Proposal to:
Murray Sinclair
Sponsorship Request
Hawke's Bay & Taupo Toyota
PO Box 165
NAPIER
Email: msinclair@hbtoyota.co.nz