

## **Sponsorship Proposal Guidelines The New Zealand Herald and Herald on Sunday**

The New Zealand Herald and Herald on Sunday receive numerous sponsorship requests each year. All applications for sponsorship must meet APN's sponsorship criteria. We have developed this document to make our requirements clear to potential sponsorship seekers, and to encourage the presentation of proposals that meet those criteria.

### **General**

- Sponsorships should have broad appeal and be relevant and appropriate to most New Zealanders.
- We consider proposals in all categories except those pertaining to individuals.
- We require sponsorship and sales (if applicable) exclusivity in the category of 'print media'.
- Sponsorships need to provide more than just the opportunity to display The New Zealand Herald and/or Herald on Sunday logo. We favour sponsorships which offer the opportunity for a mutually beneficial relationship.
- APN rarely enter into 'cash' sponsorships. Our preferred vehicle for assistance is through offering contra advertising for fundraising or other leverage within our publication.
- We prefer to invest in sponsorships that carry out audience research during and/or after the event, including sponsor questions, and providing results to the sponsor.
- Proposals should reach us at least three months before you require APN's support

### **Core Brand Values/ Attributes**

**To assist you in understanding our positioning, here is an overview of our core brand values and attributes:**

- We need to be driven – drive change for New Zealanders.
- We need to lead – by example, inspire people to follow our lead.
- We need to be honest – confronting issues honestly.
- We need to have vision – create a vision for New Zealand and communicate this simply.

Sponsorships must provide a natural link with our core brand values.

**Sponsorships must provide at least five of the following:**

- A paid marketing spend commitment (sponsored copy – wrap spend).
- A paid advertising spend commitment.
- An opportunity for commercial publishing of a programme or supplement and access to a database of leads.
- Premium positioning for on-site subscription sales (if applicable).
- Provide a corporate hospitality package for key customer hosting.
- Opportunity to sell newspapers and/or merchandise at the venue.
- Provide promotional main media time/space (logo exposure does not count).
- Premium positioning for signage (where applicable).
- Opportunity to interact with a targeted audience.

**To be considered, proposals must include:**

- Key details of the opportunity
- Overview of your marketing plan – including what is and is not confirmed
- List of sponsors who have committed to date
- A comprehensive list of benefits, relating back to the key criteria above, including how they relate to us and our products
- An indication of your marketing budget available for a print spend
- Timeline, including important deadlines
- Credentials of your company and key subcontractors (publicist, event producer, etc.)

Please note that we will decline sponsorship requests which do not meet this requirement.

**Process for Consideration**

- All proposals are reviewed by the Marketing team to assess suitability, feasibility, and resources required (human and monetary).
- Recommended proposals are presented to the Marketing Services Director for approval.
- Applicant is notified of the status of the proposal within three weeks.

**Target Markets**

The New Zealand Herald aims to reach all people in the community of key distribution. Herald and Herald on Sunday readers – what do they look like?

- Predominantly reside in the Taupo North area
- 50/50 split between male and female readers
- Aged 25-54 years
- Mid to higher household income
- Top three occupations - Professional/Senior Govt official, Business Manager/Executive, Business proprietor/Self Employed
- Top three socio-economic groups

**Submit proposal to:**

**APN Sponsorships  
Marketing Dept  
PO Box 32  
Auckland**

Or email: [sponsorship@apn.co.nz](mailto:sponsorship@apn.co.nz)