

# Sponsorship Application

Thank you for considering Leighs Construction Ltd (Leighs) as a sponsorship partner. To properly evaluate your sponsorship application, please complete this form and send it to the Leighs Communication Advisor using the details on the next page. We will assess your application promptly.

Please attach supporting documents to the completed application, such as flyers, advertising examples, rate cards, etc.

<b>The name and details of your organisation:</b>
<b>Contact details (full name, phone and email):</b>
<b>A detailed description of the team, organisation, event, or initiative:</b>
<b>Contribution or involvement (detail the financial amount or the type of support required):</b>
<b>Where and when the event is being held (if relevant):</b>
<b>How does your brand align with the values and vision of Leighs Construction:</b>
<b>Anticipated reach of the activity and publicity (e.g. national, local) and target demographics:</b>
<b>Details of any other confirmed sponsorship partners:</b>
<b>Duration of sponsorship relationship requested:</b>
<b>What rights and benefits are being offered to Leighs Construction (e.g. opportunities for client entertainment, exclusivity, signage or support):</b>
<b>Estimated exposure for Leighs Construction (media/social media/traffic/attendance stats, etc):</b>

## **Please note**

As we receive many sponsorship requests and applications, a process is in place to ensure the correct evaluation of the sponsorship opportunity.

Please note Leighs receives many applications for sponsorship and donations, and we can support a small number of them, as most of our sponsorship funding is already committed to our ongoing partnerships.

### **Email your application to:**

communications@leighs.co.nz

### **Or mail to:**

Communications Advisor  
Leighs Construction Ltd  
PO Box 6872  
Wellesley Street, Auckland 1141

## **Assessment of applications**

Receipt of your application will be acknowledged initially via email. Every applicant will be advised by email of the outcome of their proposal or discussion.

## **Successful sponsorship applications**

Most successful sponsorship applications will be required to enter into a formal arrangement via a Sponsorship Agreement with Leighs, which details the level of benefits agreed to, performance level required, method of evaluation and payment terms.

For smaller successful sponsorship applications that may not require a formal agreement, the Communications Advisor will discuss and agree with you on payment terms and any other necessary matters.

All benefits agreed to in the Sponsorship Agreement must be delivered within the agreed timeframe, including meeting logo placement and leverage deliverables. The Communications Advisor will provide all logos and necessary branding, which the Leighs Communications Advisor **MUST** approve before printing or publishing.

An evaluation of the sponsorship opportunity will be required, detailing all activities undertaken, exposure received by Leighs and other relevant activities.

We review sponsorship applications regularly and aim to respond within 28 days of receiving a completed application.

## **Donation Requests**

Organisations seeking donations can also use this form to register their donation request with the Communications Advisor. Please complete the form and send it to Leighs using the above contact details.

Please note that we receive many enquiries from various community organisations, charities and individuals requesting cash donations. Unfortunately, we cannot support all the great people doing fantastic work in our community. Please provide as much information as possible so we can assess your request and respond soon.