



Sponsorship Guidelines

Northland Regional Council (NRC) receives many requests for support each year. We carefully review each proposal, taking into consideration the suitability, alignment with our sponsorship criteria, and available budget.

How to apply

If you'd like us to sponsor your event or project, a representative of your organisation will need to complete an online application.

If you're unable to use the online form, please send us an email at sponsorships@nrc.govt.nz.

Before you apply:

The following information will help you with your application.

- Core Business: your event or project should be linked to our core business – who we are, what we do. Check out this info about [what we do](#).
- Sponsorship Criteria: we'll only approve projects that align with our [Long Term Plan](#) strategic priorities. These include:
 - Healthy waters, land and air
 - Efficient, progressive and transparent council systems
 - Carbon neutral, resilient communities in a changing climate
 - Meaningful partnerships with tāngata whenua
 - Protected and flourishing native life
 - Safe and resilient transport network
 - A sustainable, innovative and equitable economy

Application requirements

Sponsorship requests must be submitted in writing using this form, ideally three months before an event, allowing plenty of time for decision-making and maximising sponsorship benefits.

Region: your event/project must be taking place within our geographical region and have a direct benefit to our communities.

Your application should include:

- A summary of the event/project.
- Details of when the sponsored event/project will take place; and when you need a decision.
- The investment required
- How the event/project links to our core business.
- How the opportunity will help NRC increase brand awareness and connect with our communities.
- A comprehensive list of benefits to NRC.
- Expected media coverage.
- How you will measure and evaluate the success of your event or project.
- Information on your sustainability practices.
- A marketing and communications plan (if you have one).
- A statement outlining if you have any potential, perceived, or actual conflicts of interest.
- A statement outlining your compliance with relevant NRC rules and regulations and details of any investigations by NZ statutory bodies.

We want to support projects that reach key audiences and offer good value for the public money we're spending.

Who can apply: Organisations that may apply include:

- Registered charities.
- Incorporated societies.
- Community/special interest groups.
- Education institutions (ECE's, schools, tertiary providers).
- New Zealand registered businesses.

Who can't apply: we will not accept sponsorship applications in the following categories:

- Local sports organisations
- Fundraisers
- Requests that benefit an individual person or family
- Events in areas outside our region
- Religious activities
- Class field trips
- Political candidates or organisations

Process for consideration

All proposals are reviewed by our Marketing and Engagement Team to assess suitability, feasibility, and resources required (human and monetary). You will be notified of our decision within 4 weeks.