

Miles Toyota



Sponsorship Proposal Guidelines

General Guidelines

- * Sponsorship will be focused within our Christchurch/Canterbury Region.
- * The sponsorship must be of benefit to our community.
- * The sponsorship must have a direct appeal or relevance to our market, clients, products or services.
- * Sponsorship funds will not be in the form of a 'cash' payment but will be directed to the material aspects of the organisation or event.
- * As a rule, Miles Toyota will not consider sponsorship for individuals, sports teams or political organisations.
- * Exclusivity of sponsorship is preferred (but not essential).

Sponsorship Requirements

- * The event/project must create an opportunity to display vehicles & services where permissible.
- * Our logo exposure and website address link is considered mandatory where applicable.
- * Internet website exposure through interweb links.
- * The means to add value to our company.
- * Direct access to a wide audience.
- * A common link with Miles Toyota corporate values and encourage brand awareness.
- * Miles Toyota must be mentioned in any press release or media activity.

Sponsorship consideration Process

- * Sponsorship proposals (in writing) are viewed and assessed by our Sponsorship/Customer Relations Manager.
- * Any proposals that meet our Sponsorship Guidelines and Requirements will then be presented to our CEO for consideration.
- * An initial response will be sent to the proposer within 2 weeks of submission.

Sponsorship Request Submitting Process

- * Sponsorship Proposals should be submitted in writing or via email to:

Colleen King
Sponsorship/Customer Relations Manager
Miles Toyota
P O Box 22482
Christchurch
Email: cking@miles.co.nz

