



Purpose:

The



Risks to be considered for investment in and procurement of sponsorships:

- Sponsorship costs
- Leverage costs
- Resource to service the agreement
- Department budget available
- Length of agreement
- Risks identified (cancellation, negative brand image, negative media)
- Contractual conflicting events
- Partner exclusivity
- History and success

Other considerations:

- Exchanging large amounts of money for logo placements only



Appendix 1 Sponsorship Application Form

University Department/College/Office: _____

Campus: National | Auckland | Manawat | Wellington | International

University Contact: _____

Email: _____

Phone Number: _____

Details of the Sponsorship; include contact name, organisation and any previous sponsorship or partnerships held:

Rationale for Sponsorship: _____

(What does MU get in return)

Sponsorship Benefits: _____

Sponsorship Term: from ___/___/20___ to ___/___/20___ for a number of terms: _____

Sponsorship Cost: \$

In-Kind:

Date of Event(s) if applicable: _____

Event Location(s) if applicable: _____

Funded by: GL _____ 1264 _____ \$ _____

PR/RM _____ 1264 _____ \$ _____

Sponsorship: _____

(Copy from previous page of application form)



SLT Approval: Approved Not Approved

Comments: _____

Signature: _____ Date: ___/___/_____

Position

Name

Please email this application to the [National Events and Sponsorship Manger](#).

NEST Approval: Approved Not Approved

Comments: _____

Signature: _____ Date: ___/___/_____

DVC SaGE / Vice-Chancellor Approval: Approved Not Approved

Comments: _____

DVC SaGE / Vice-Chancellor's Signature: _____ Date: ___/___/_____

Office Use Only:

Sponsor Register Updated:

Date: ___/___/___ By: _____

Copy of Approval Sent to Department:

Date: ___/___/___ By: _____

Application Filed: Date: ___/___/___ By: _____