



2024

SPONSORSHIP

Pride in Putāruru



About

PRIDE IN PUTĀRURU

Pride in Putāruru is a not-for-profit organization that has a business association role, facilitating functions and events on behalf of the Putāruru business community and residents. Events include the Putāruru Water and Food Festival, Farmers Night, Business Awards, Pink Walk, Matariki, Shop and win, Christmas Parade among other initiatives. Pride in Putāruru also produces the Putāruru Prattler newspaper distributed free to the Putāruru and Tirau Wards.

Pride in Putāruru also manages the Information center that is partially funded by Council through a targeted rate on both the business sector and Putāruru ratepayers. The organisation secures additional funding from grants and donations.

OUR EVENTS

Pride in Putāruru host a range of diverse community events through out the year from Farmers BBQ dinners, Water and Food Festivals to Christmas Float Parades! Our calendar is usually set out a year in advance and sponsorship is determined approximately 3-4 months out from the event.

Our main events are listed below for 2024:

Event name	Date
Farmers Dinner	21st June 2024
Matariki	28th June 2024
Business Awards	14th September 2024
Christmas Parade	6th December 2024



Promotion

SPONSORSHIP OPTIONS

Package	Amount	Packages available
Major sponsor	\$1,200	2
Category A	\$1,000	4
Category B	\$800	4
Category C	\$500	3
Category D	\$300	8-10

Services & Donations will be as per value

Major sponsor	A	B	C	D
Website banner on PIP 'What's On' page				
Flyers & Posters displayed locally				
The Prattler advertisements or PIP TV video interview				
Advertising on the PIP website	Advertising on the PIP website	Advertising on the PIP website	Advertising on the PIP website	A thank you on the PIP website
Social media advertising	Social media advertising	Social media advertising	Social media advertising	
5 x 7 inch stand on each table	5 x 7 inch stand on each table	5 x 7 inch stand on each table		
Flag &/or a sign in dining area, bar area & near outside entrance—provided by business	Flag &/or a sign in dining area, bar area & near outside entrance—provided by business	Flag &/or a sign in dining area, bar area & near outside entrance—provided by business		
Cards and business flyers on display	Cards and business flyers on display	Cards and business flyers on display	Cards and business flyers on display	Cards and business flyers on display
Posters	Posters	Posters	Posters	
Flyers delivered rurally which will include your logo	Flyers delivered rurally which will include your logo	Flyers delivered rurally which will include your logo	Flyers delivered rurally which will include your logo	Flyers delivered rurally which will include your logo
Logo will be displayed on a thank you board/banner	Logo will be displayed on a thank you board/banner	Logo will be displayed on a thank you board/banner	Logo will be displayed on a thank you board/banner	Logo will be displayed on a thank you board/banner

SPONSORSHIP / DONATION AGREEMENT

Between _____ (“the Sponsor”) and Pride in Putāruru (“the Promoter”).

Sponsorship Agreement

In accordance with the terms of this Sponsorship Agreement, the Promoter agrees to grant the Sponsor a Sponsorship Package for the duration of the (“the Event”) as outlined herein. Please specify the Sponsorship Package you would like to request in the area provided below.

Available Sponsorship Packages:

- A. Advertising on PIP website, social media, 5x7 inch stand on each table, flag & a sign in dining area, bar area & near outside entrance-provided by business. Cards and business flyers on a display table at entrance.

Costs payable by you for package ‘A’ = \$1000.00 GST inc.

- B. Advertising on PIP website, social media, 5x7 inch stand on each table, flag or sign in dining area, bar area advertising your business poster, business cards and flyers on a display table at entrance.

Costs payable by you for package ‘B’ = \$800.00 GST inc.

- C. Advertising on PIP website, social media, posters in bar area, business cards and flyers on a display table.

Costs payable by you for package ‘C’ = \$500.00 GST inc.

- D. Advertising on PIP website, social media, business cards and flyers on a display table.

Costs payable by you for package ‘D’ = \$300.00 GST inc.

Your requested Sponsorship Package:

Sponsor’s Name:



The Sponsor acknowledges and agrees:

1. The Promoter is a not-for-profit organisation that promotes local businesses and supports our community through events.
2. Upon this Agreement being executed, the amount payable in accordance with your requested Sponsorship Package is immediately payable in full to the Promoter.
3. The Sponsor shall indemnify the other against any claims arising from any breach of the agreement by either party.
4. The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.
5. The rights of either party under this agreement shall not be transferable or assignable either in whole or in part without the written consent of the Promoter.
6. The Promoter is not responsible for any late, lost, or misdirected entries, including but not limited to entries not received due to technical problems.
7. The Promoter is not responsible for the transmission or receipt of any incorrect information associated with entries.
8. The Promoter is not responsible for damages or any lost promotional materials.
9. The Sponsor must deliver all promotional and advertising materials including but not limited to flyers, business cards and flags to the Pride in Putāruru office no later than 12pm Friday 21st June 2024.
10. The Promoter reserves the right to select the sponsors to participate.
11. The Promoter reserves the right to have two 'Major Sponsors' highlighted.
12. The Sponsor and or representative will always act in a professional manner.
13. The Promoter reserves the right to terminate this agreement for:
 - (1) False or misleading details that has been given by a sponsor, representative or participant and any other reason the Promoter deems is likely to undermine the Sponsorship and or the Event.
 - (2) The Sponsor or their representative behaving in a fraudulent or dishonest manner.
14. The Promoter reserves the right to recover from the Sponsor any loss or damage caused by the Sponsor and/or its representative and incurred or suffered by the Promoter, the Event Venue, the Online Event Platform or any other participants.
15. The Promoter reserves the right to refuse entry by any Participant to the Event or to remove any Participant including a Sponsor from the Event or to 'block' them from an Online Event Platform without any liability for any reason and at their sole discretion.
16. If the Event is not capable of running as planned for any reason beyond the reasonable control of the Promoter, including but not limited to, tampering, unauthorised intervention, acts or omissions of third parties, technical failures, acts of God, security risks or anything which corrupts or affects the safety of the Event then The Promoter reserves the right, in its sole discretion, to cancel, terminate, modify or suspend the event. Any cancellation, termination, modification, or suspension will be publicly notified by the Promoter on their website.
17. If the Event is terminated or cancelled, payments received from sponsors will be reimbursed within 30 days following the date of cancellation. However, if the Event is postponed, payments will be retained in anticipation of the postponed date unless agreed otherwise.
18. Payment in full of any applicable costs associated with the Event is due upon registration or not later than 1st of June 2024. If the Sponsor fails to make sufficient payment of any applicable costs, the Promoter may at their discretion refuse participation and or entry to the Event.
19. All cancellations by participants and or Sponsors of the Event must be received in writing no later than 14 days before the first day of the Event to receive a full refund of Sponsorship Fees paid. Cancellation must be communicated in writing to the Promoter. Participants and or sponsors whose cancellations are received after this deadline shall remain liable for the full costs.
20. That the Sponsor has read and understand the full content of this Sponsorship Agreement including their obligations herein.

Sponsor

Signature: _____ Date: _____

Name: _____

Pride in Putāruru Management

Signature: _____ Date: _____





DO YOU WANT TO SPONSOR ONE OF OUR EVENTS?

CONTACT US

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