

Sponsorship

As one of New Zealand's leading agri-business organisations, Carrfields are focused on helping and supporting New Zealand agriculture for local and international markets. Our business has been built around primary producers and their needs throughout the production cycle. We have many different clients with different needs – they all have one thing in common, they are looking to maximise the performance of their farming enterprise.

Carrfields core brand values/vision

To be New Zealand's most trusted partner for premium agricultural products and services.

The Carrfields team knows the rural industry. We are proud of our New Zealand history and are advocates for the local farming community. We draw on a diverse range of skills, strengths, experience and leading edge knowledge to help our clients. We believe in the power of team and value the contribution – with our enterprising spirit and diverse skills, our aim is to build prosperity and increase productivity in our rural communities.

Carrfields is built on five key brand values, all equally important to our business:

- **Innovation** – for a better tomorrow
- **People** – are our business and our future
- **Integrity** – in everything we do
- **Service** – that is second to none
- **Safety** – for our people and our products

Carrfields sponsorship strategy

At Carrfields, we have tried to rationalise the input we make into various charities, events, trusts, promotions, sporting groups and so forth. Over the years our business has supported many local and national activities, sporting groups and many other worthy causes. As each year passes it becomes increasingly difficult to allocate the money we have set aside for sponsorship to the many groups that approach us. Our aim is to make a sizeable difference to a few organisations rather than making very little impact on many.

Sponsorship guidelines

Carrfields have established some guidelines to assist those applying for sponsorship:

The Carrfields businesses are based around agriculture and the agricultural community, therefore ideally sponsorship should relate to this area.

1. Carrfields will favour sponsorship in relation to our farming community.
2. Carrfields will not sponsor individuals.
3. Carrfields will consider sponsorship requests that align with our values and brand.
4. All applicants must complete the sponsorship application.
5. Any sponsorship request over \$1000.00 must be accompanied by a business plan and will be reviewed by the Carrfields Board of Directors. Please contact the Carrfields marketing team for more details on what is required.

Process for consideration

Having received your sponsorship application, Carrfields will:

1. Send an acknowledgement letter once the application is received.
2. Assess the proposal against the sponsorship criteria to determine the fit, the benefits and resources required (monetary and human).
3. Proposals will be assessed once a month, therefore it is important to allow for as much lead time as you can when applying. All applications need to be submitted by the 25th of each month.
4. Provide notification of the final decision at the earliest opportunity.

Application for sponsorship from Carrfields Limited

Date: _____

Name of group or organisation: _____

Contact name: _____ Carrfields agent/rep name: _____

Phone number: _____ Address: _____

Email: _____

Event: _____

Event date: _____ Cost: _____

Request: _____

Who will benefit: _____

Benefit to Carrfields: _____

If Carrfields sponsor your organisation/event, is there an opportunity for Carrfields to *(please tick)*:

- | | |
|--|---|
| <input type="radio"/> Place signage at your event | <input type="radio"/> Have ongoing advertising with your organisation |
| <input type="radio"/> Receive a report and photos of your event | <input type="radio"/> Market to your membership/participants |
| <input type="radio"/> Receive publicity in relation to the event | |

Have Carrfields sponsored this event before? *(please tick)*

- Yes No

Details: _____

Office use only

Acknowledged: _____

Decision: _____

Replied: _____

Approved/declined: _____

Followed up/summary: _____