



# **New Zealand Male Choir Sponsorship Policy & Framework**

## **Foreword**

The New Zealand Male Choir (the “NZMC”), since its inception in 1999, has relied on external funding sources including sponsorship. These funds have been mainly raised to support the cost of the Music Team and, on occasions, have provided some support for members.

Continued and valued support has come from membership, donations and financial assistance from members and this has been critical at times to help with the sustainability of the NZMC. Membership fees and donations help fund around 50% of the operating costs of the NZMC and the rest of the income needs to come from grants, sponsorship, performance revenue and other income sources. The NZMC needs external funding to be both sustainable and develop to ensure its future success.

The main external funding sources have included NZ national funding agencies and trusts grants from organisations such as the Southern Trust, Pelorus Trust, NZ Community Trusts, The Lion Foundation, The Pub Charity, other various gaming trusts and alike. This has been supported by small, valued sponsorships typically aligned to one-off event-based support.

Other funding sources are from NZMC performances, and, although not of high enough value to operate the NZMC, these continue to be an important source of funds.

NZMC has never had a foundation funder. All current funding applications are for annual grants, although some funders have supported grants for consecutive years.

Funding has also been from generally national based funders. A regional approach for funding has been tried, but with limited success. Regional funders look to support people and activities based in their regions, so the benefits are seen by their communities. As NZMC is a national organisation this proves to be a barrier.

NZMC has also not been very successful with Arts funding as it does not meet the criteria sought by these funders in terms of its membership, its product and its function.

In general, funding is getting harder to find for the NZMC. To be sustainable the NZMC needs to develop other sources of income, including attracting ongoing sponsorship.

For the level of sponsorship required NZMC has to look at a fresh approach towards sponsors and compete in what is an increasingly challenging marketplace.

## **1.0 Purpose**

This plan and framework provide a strategic approach to establish, develop and sustain successful sponsorship relationships that benefit both the NZMC and Sponsor/s and underpin the financial and professional sustainability and development of the NZMC.

## **2.0 Scope**

**2.1** This scope of this plan includes the following:

- (a)** Commercial and private sponsorship,
- (b)** Bequests,
- (c)** One-off and longer-term sponsorships, and
- (d)** Financial, product and partnership sponsorships.

**2.2** The scope of this plan does not include:

- (a)** Membership fees and donations,

- (b) Event (concert) income, and
- (c) Funding grants.

### **3.0 Sponsorship Goals**

**3.1** The main goals the NZMC wishes to achieve through sponsorship are:

- (a) Operational and developmental financial sustainability,
- (b) Improved profile within NZ music community,
- (c) An enabler for new performance and partnership opportunities,
- (d) Growing and extending audiences,
- (e) Choir performance development, and
- (f) Increasing membership<sup>1</sup>.

**3.2** The main goals that need to be discussed with potential Sponsors of the NZMC and need to be considered for sponsorship agreements are:

- (a) Brand awareness,
- (b) Lead generation,
- (c) Sales,
- (d) Social media exposure,
- (e) Improved perception of “social responsibility,”
- (f) Improved perception “cultural awareness/support,”
- (g) Targeting key audience demographics,
- (h) NZMC performing by arrangement at shareholder/stakeholder events,
- (i) Product launches, and
- (j) Trust.

### **4.0 Sponsorship Position Statements**

**4.1** These statements provide the policy framework for what the NZMC will and will not do in terms of types of sponsors and sponsorships

**4.2** NZMC will:

- (a) Look for sponsors that:
  - Are based in New Zealand,
  - Have a good reputation in the New Zealand community,
  - Will work with the Choir for the benefit of both parties,
  - Are brands that resonate with the Choir’s target audiences,
  - May be leveraged from Choristers’ personal and professional networks,
  - May be aligned to the music or entertainment industry, and

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**1** It is recognised that the cost of membership (not just in membership fees but also the cost of monthly rehearsal commitment, including travel and accommodation) is a significant barrier to membership for many men.

- Provide further opportunities for growth, brand awareness and partnerships.
- (b) Enter into sponsorship agreements that:
- Preferably, consider/create long-term relationships,
  - Assist with the NZMC's costs of operations, performance, growth and/or development,
  - May offer direct benefits to NZMC members,
  - May offer performance, development, and brand, and awareness and leveraging opportunities rather than financial support.

#### 4.3 NZMC will not:

- (a) Consider sponsors that:
- Are overseas owned companies that do not have a NZ base and field of operation.
  - Are involved in tobacco,
  - Already sponsor other similar New Zealand music organisations, and/or
  - Are not aligned to the NZMC's values and goals, and
- (b) Enter into sponsorship agreements:
- Where the sponsor's requirements outweigh the benefits to the NZMC, and/or
  - Which may reduce the value of the NZMC brand.

#### 5.0 The Benefits the NZMC has to offer to a sponsor

Following is a summary of some of the benefits the NZMC can offer a sponsor:

<b>Benefit</b>	<b>Comment</b>
(a) National membership	Members and their families come from all over the North and South Islands.
(b) Members' demographics	Generally aged 50-80, self funded.
(c) Social networks	Members' networks though New Zealand, e.g. other choirs and retirement villages.
(d) Business networks	Range of professional employment backgrounds and their associated networks e.g. organisations such as Rotary/Lions etc.
(e) Music networks	Other choirs, performers and partners e.g. NZ Navy Band, professional soloists, New Zealand Choral Federation.
(f) Choir partners	Predominantly female partners with their own networks.
(g) Nationally recognised music team	Music team with national and internal networks, qualifications and experience.
(h) NZ Choir from 1999	NZMC recognised as NZ leading male choir and has been established for over 20 years and toured overseas.
(i) Past members	Links to past and /or retired members.
(j) Performances	Performs both nationally and internationally at events, in regional communities and international tours.
(k) Audience	A range of audience ages, predominantly from 40+ from across

demographics	New Zealand and generally associated with the Arts community.
(l) Financially stability	Able to continue to meet operating costs.
(m) Membership self-funded	Members pay around \$450 annually, and also meet their own monthly travel and accommodation expenses for rehearsals and concerts.
(n) Charitable status	Not-for-profit organisation registered with NZ Charities Services.
(o) Online networks	Facebook and Choir website for profile and members.
(p) Health Benefits	Mental and physical health benefits

## 6.0 Marketing and Sponsorship

- 6.1 Marketing is an essential element of any sponsorship development. The NZMC Marketing Guide should provide information and a strategy to guide, support and underpin sponsorship proposals.
- 6.2 The NZMC target audience is the biggest selling point to sponsors and access to these audiences provide the greatest value to sponsors. NZMC audiences are not only the NZMC's performance audience demographic but also members and their families and networks, other sponsors, partnered performers, key events, funding agencies and other supporters.
- 6.3 Any sponsorship proposal needs to have an intimate understanding of the NZMC audience(s) and their needs. The NZMC needs to explain the value experience on offer by providing clearly defined audience profile(s) to show prospective sponsors exactly what value NZMC can provide to them. NZMC marketing data and analysis should provide detail on audience profiles and this should be a role in the NZMC Marketing strategy.
- 6.4 NZMC should be capturing feedback from audiences (through voluntary questionnaires) that will offer value to sponsors that may include:
- (a) Things that attract NZMC audiences to the NZMC,
  - (b) Why they chose to attend an event,
  - (c) Their favourite parts of an event with the NZMC,
  - (d) Things about events they would improve and how NZMC might improve it,
  - (e) Reasons they might attend/participate again,
  - (f) Performance and other audience number and statistics,
  - (g) Reasons why audience members would not return and how to overcome this,
  - (h) Any problems the NZMC need to resolve, and
  - (i) Preferred way to interact with audiences i.e. social media, online chats, newsletters, emails, etc.

## 7.0 The Sponsorship Process

### 7.1 Understanding the needs of Sponsors – “what’s in it for them?”

- (a) The aim of a sponsorship arrangement is to have two organisations that partner to complement each other's missions and respond to the needs of their target audiences.

- (b) There has to be value for the sponsor. No sponsor will give money away for no gain nor without some alignment and/or benefit to their brand, reputation or business.
- (c) The fundamental driver for potential sponsors is likely to be that they want access to the NZMC target audience and/or use of the NZMC brand to connect with their own audience.

## 7.2 Identify potential Sponsors

- (a) Potential sponsors should be determined by evaluations against the Sponsorship Position Statements in section 4 and aided by the prompts below. The idea is to get a preliminary assessment for how compatible NZMC may be with a sponsor.
- (b) One key factor is using the network of the NZMC membership and supporters. Personal contacts and relationships help greatly in the ability to get to meet the right people and identify the best opportunities.
- (c) **Relationship** – Does NZMC community have an existing relationship or connection with the sponsor?
- (d) **Objectives** – How does NZMC fit with the marketing objectives of the sponsor?
- (e) **Audience** – How closely does NZMC share a common target audience?
- (f) **Competition** – Does a potential sponsor's competition use sponsorship in the musical/choral industry in NZ as a marketing tool?
- (g) **Attributes** – How closely do the attributes of what NZMC can offer match or compliment that of the sponsor? e.g. sophisticated, family-orientated, unique, brand and goals.
  - **Geography** – Does the sponsor operate in the same national profile as the NZMC and have marketing objectives targeting the same level? e.g. national, regional/district
  - **Comfort** – Do they have a strong sponsorship history?
  - **Size** – How big is the sponsor compared to the value NZMC can provide? The bigger the gap the less compatibility. It needs to be realistically targeted.
- (h) **Potential** sponsors may also differ in the relationships they are seeking and the benefits they have to offer and this needs to be determined and considered by the NZMC when choosing what sponsors to approach.
  - Financial Sponsors – direct financial support,
  - Media Sponsors – financial sponsors that secure advertising for an event,
  - In-Kind Sponsors – sponsoring business provides goods or services in lieu of direct financial support, and/or
  - Promotional Partnerships – each entity shares in the responsibilities, risks and earnings of an arrangement.

## 7.3 The first sponsor approach includes the following:

The key purpose of the first approach is to present the high-level opportunity and ask for a meeting to discuss its potential with the sponsor. It is best to do this in a personal way, face-to-face if possible and using the NZMC contact and relationship network.

- (a) If letter: Title Page/Letter with logo, event name and tagline, without using the word sponsorship or proposal.
- (b) Personalise – direct to a specific person of influence in the sponsor's business.
- (c) Introduce the NZMC,
- (d) Explain why NZMC is getting in touch with them,
- (e) Explain the NZMC Audience/Target overview,
- (f) Ask them for advice as to whether or not they think there is a fit with the NZMC and whether or not it's worth having a more detailed conversation to see if there is a possibility for a partnership,
- (g) Provide two or three examples of what NZMC can do for the benefit of the potential sponsor to demonstrate how they can potentially reach their goals, and

- (h) Tell them when and how this approach will be followed up and invite them to share their insights about the proposal, anything that is missing and things that they think will work.

#### **7.4 Meet or discuss with the sponsor to find out their drivers**

Before a specific proposal can be presented to a sponsor their needs and drivers should be understood. This will help determine whether NZMC is a good fit for them. The NZMC should find out:

- (a) Who is their target market/audience?
- (b) How do you they normally engage in sponsorship?
- (c) What does their target market/audience value?
- (d) What are their company goals short and long term?
- (e) What might they consider to be the most important elements of a sponsorship package?

#### **7.5 Present a specific sponsorship proposal that includes the following:**

When steps 7.4(b), (c) and (d) above have been undertaken the next step is to formally present a sponsorship proposal. This NZMC proposal should be a short, sharp and professional document or presentation that includes:

**(a) Sponsorship Opportunity**

The sponsorship opportunity is an executive summary focusing on the benefits and outcomes for the sponsor. This is a bullet point summary of the key information: what the NZMC does, who is NZMC and what's in it for the sponsor.

**(b) Objectives**

Outline the sponsorship objectives as discussed and agreed by the sponsor. This can also include joint objectives with the NZMC.

**(c) Measures of Success**

Document how the NZMC will measure the success of the sponsorship programme, as discussed with and agreed to by the sponsor.

**(d) Value to the Sponsor**

Detail the opportunity NZMC is offering and why it suits their needs, the "what's in it for the **sponsor**". This should already be agreed with the sponsor from previous discussions.

**(e) Marketing Initiatives**

Detail the unique marketing initiatives and opportunities offered by the NZMC and designed to meet the sponsor's objectives that can be measured and that will provide the required value. Include information regarding the target audience that's relevant to the sponsor such as:

- Total audience numbers,
- Demographics – statistical view of the target audience, including age, gender, income, schooling, occupation etc., and
- Psychographics – attributes relating to personality, values, attitudes, interests and lifestyle.

**(f) Terms and Conditions**

In the terms and conditions section of the sponsorship proposal include:

- The cost of sponsorship (or sponsorship options) as detailed in paragraph 7.5(e) above,
- The timeframe of the sponsorship proposal,

- Payment terms. If the proposal lasts a year then request ~50% up front, 30% after 6 months and 20% after 9 months, or some similar arrangement,
- Details of any insurance the NZMC holds. e.g. public liability insurance,
- Details of NZMC charitable status, and
- Any other conditions or special features of which the sponsor should be aware.

**(g) Call to Action**

Provide a call to action at the end of the proposal that includes:

- All of NZMC and the NZMC Sponsorship Representatives' contact details including email, mobile phone, social media and website address,
- An invitation to come and see the NZMC in performance (for higher value sponsors) at no cost,
- An invitation to share their insights about the proposal, anything that is missing and additional things that they think will work, and
- A message thanking the potential sponsor for their time and consideration of the NZMC proposal

**8.0 How Sponsorship is Managed in the NZMC**

- 8.1.** The final decision on entering into sponsorship agreements lies with the NZMC President and Management Committee.
- 8.2.** Sponsorship will be sought and sponsorship relationships managed by Sponsorship Committee that is appointed NZMC Management committee.
- 8.3.** The Sponsorship Committee shall consist of a chairman and three representatives. The committee will also be supported by the Choir secretary and treasurer.
- 8.4.** The Sponsorship Committee membership can be made up of people both within and outside the NZMC. The aim is to ensure the right skills and capabilities are provided for these roles. The sponsorship committee is a voluntary role.
- 8.5.** The key tasks of the Sponsorship Committee are:
  - (a)** Preparing an annual budget for sponsorship seeking for NZMC Management Committee approval,
  - (b)** Investigating suitable sponsors,
  - (c)** Engaging with potential sponsors,
  - (d)** Presenting sponsor proposals,
  - (e)** Preparing sponsorship agreement proposal for NZMC Management Committee approval,
  - (f)** Working with the NZMC Marketing team for development of sponsorship material, audience and market research, and sponsorship reporting,
  - (g)** Managing sponsorship expectations and obligations,
  - (h)** Managing sponsor relationships,
  - (i)** Capturing sponsorship outcome data, and measure and report on results, and
  - (j)** Presenting an annual sponsorship report to the NZMC Management Committee and NZMC AGM.



## 9.0 Sponsorship framework

The following table outlines the types of Sponsorships benefits to be offered by the NZMC. These are a range of benefits that could be offered as a combination package for specific sponsors and as such the values may change depending on the sponsor package developed.

(Note \* denotes that these range in level of size and/or scale and/or placement according to level of sponsorship)

<b>Benefit</b>	<b>Description</b>	<b>Value</b>	<b>Category</b>
<b>(a)</b> Event naming rights	One-off events. "X" event supported by "Y"		Mid
<b>(b)</b> NZMC naming rights	For 12 + months by negotiation. NZMC proudly sponsored by "Y"		High
<b>(c)</b> Social media*	Annual logos and mention in NZMC social media		Low to High
<b>(d)</b> Website*	Annual Logos and mention on NZMC website		Low to High
<b>(e)</b> Programme*	Name and logo in event programmes		Low to High
<b>(f)</b> Advertising*	Name and log in event advertising, both online and in print		Low to High
<b>(g)</b> Events recognition*	Verbal recognition at events		Med to High
<b>(h)</b> National Tours	Naming rights for NZ tours. NZMC tour of X proudly sponsored by "Y"		Med to High
<b>(i)</b> International Tours	Naming rights for International tours. NZMC tour of X proudly sponsored by "Y"		High
<b>(j)</b> Performances	Specific performances for Sponsors		High
<b>(k)</b> Performances	Specific performances for charities and organisations aligned with Sponsors		High
<b>(l)</b> Involvement*	Sponsors able to talk, present or advertise at NZMC events		Mid-High
<b>(m)</b> Advertising *	Sponsors able to use NZMC in their marketing		Mid-High
<b>(n)</b> Apparel*	Sponsor's Logos on NZMC specific one-off event apparel		Low to High
<b>(o)</b> Audiences	Access to audience databases		High
<b>(p)</b> Newsletters	Mention in NZMC internal and external newsletters		High
<b>(q)</b> Event tickets*	Free tickets to NZMC events		Mid-High
<b>(r)</b> Media*	Mention of Sponsors in media releases, interviews and interactions		Mid-High
<b>(s)</b> Signage*	Sponsor's logo and/or signage at events		Low- High
<b>(t)</b> Meet the NZMC	Personal invitation to meet the Choristers		High

## 10.0 Bequests

- (a)** Bequests are not sponsorship but are of important value to the NZMC.
- (b)** Bequests may come with some specific requirements of the bequestor and these are to be respectfully acknowledged, recorded and accommodated as far as practical.
- (c)** In general, the preferred approach for the NZMC for any bequest is to place these in a NZMC Bequest Trust (or equivalent financial structure) and the funds drawn on in accordance with the testators' wishes, or if not specific requests, at the discretion of the Management Committee.
- (d)** Non-operational purposes include
  - Choir development – eternal professional training and tuition,
  - Choir recordings,
  - New Membership sponsorship, and
  - Charitable events'
- (e)** Depending on the size of the bequest, typically suitable for amounts of \$50K or more, the capital gain and/or income from the funds could be used and the principal funds kept intact for future non-operational purposes to be approved by the NZMC Management Committee.