SUSTAINABLE COASTLINES AND YOU

Sponsorship Information  August 2019
Sustainable Coastlines is a multi award-winning New Zealand charity on a mission to enable people to look after the coastlines and waterways they love.

With tangible impacts, a strong brand and a growing team, we are now actively seeking to build meaningful partnerships that deliver results we can be proud of.

Our programmes build company pride by enabling employees to contribute through fun, hands-on activities to protect the places they love. Such community actions have proven positive impacts on employee satisfaction and are a great solution for measurable staff retention.

With photogenic activities and our ability to generate quality digital content, we can deliver strong marketing coverage alongside quantifiable results. This creates an opportunity to celebrate successful action in Corporate Social Responsibility and sustainability reporting.

In partnership with Sustainable Coastlines, you will also have access to assistance with sustainability development or communications from our highly experienced team to help you improve key areas of your sustainability profile.

We present the following sponsorship opportunities:

1. **Charity Partner** status by negotiation.
2. For an investment of **$20,000** we offer **Gold Sponsor** status.
3. For an investment of **$10,000** we offer **Silver Sponsor** status.
4. For an investment of **$5,000** we offer **Bronze Sponsor** status.

Your investment will enable us to look after the places that the people in your organisation hold dear to their hearts.

We look forward to the opportunity to partner with you.

Please see the following pages for detail on the benefits of the different levels of support and further background on Sustainable Coastlines.

Of course we are happy to discuss sponsorship levels that sit outside of these and tailor a solution that meets your goals. Email our Strategic Partnerships Director Steph Vercoe at steph@sustainablecoastlines.org to arrange a time to talk this through.
Established in 2009, the Sustainable Coastlines Charitable Trust is a multi-award-winning New Zealand charity with a vision for Beautiful Beaches, Healthy Waters and Inspired People.

Our mission is simple: to enable people to look after the coastlines and waterways they love.

We deliver on this mission by creating solutions for environmental and social challenges through groundbreaking collaborative projects.

Since our establishment in 2009, we have become a highly regarded organisation by developing the capacity of a wide range of people and communities across Aotearoa and the Pacific Islands.

Our strategy of events, education, training and tangible impact has been recognised by the United Nations as an example of thought leadership that contributes towards international best practice.

We collaborate with the Department of Corrections, where offenders learn crucial trade skills that increase employment and reduce re-offending while they help the cause; making communities safer while delivering measurable positive impacts for the environment.

This track record, our strong brand, media connections and an array of partnerships gave us the opportunity to build The Flagship Education Centre, a purpose-built events, education and training space in Auckland’s Wynyard Quarter, enabling us to significantly upscale our charity’s work for the cause.

This world-first project involved an estimated 2,000 people, over $2 million in sponsored products and services, and received an international ‘Energy Globe’ award only three months after opening.
Our audience
As at Sept 2019

- **GENDER** of audience is female: 60%

- **AGE** of audience is 25-34 years old: 40%

- **CITY** of audience is in Auckland: 70%

- **COUNTRY** of audience is in New Zealand: 70%

- **MEDIUM IMPRESSIONS**
  - Facebook likes: 20,000
  - On our mailing list: 7,000
  - Instagram followers: 9,800
  - Twitter followers: 2,700

- **TOTAL ONLINE NETWORK**: 39,500

- **Event participants**: 100,539

- **Presentation attendees**: 221,473

- **Litres of rubbish collected**: 1,517,740

- **Trees planted**: 142,834

Our impact
As at Sept 2019

- Trees planted: 142,834
- Litres of rubbish collected: 1,517,740
- Event participants: 100,539
- Presentation attendees: 221,473
- Event participants: 100,539
- Presentation attendees: 221,473
- Trees planted: 142,834
- Litres of rubbish collected: 1,517,740
- Event participants: 100,539
- Presentation attendees: 221,473
- Trees planted: 142,834
- Litres of rubbish collected: 1,517,740
- Event participants: 100,539
- Presentation attendees: 221,473
- Trees planted: 142,834
- Litres of rubbish collected: 1,517,740
Our awards
As at Aug 2019

Energy Globe Award, Youth Category, 17 January 2018

2014 Wellington Airport Regional Community Awards, 4 September 2014

International Olympic Committee Sport and Environment Award, Oceania, 31 October 2013

Green Ribbon Awards, Supreme Winner, 5 June 2013

Green Ribbon Awards, Protecting our coasts and oceans, 5 June 2013

Young New Zealander of the Year, 28 February 2013

AMP National Scholarship, 22 November 2012

Auckland Council Sustainable Environment Awards, 30 July 2012

Green Ribbon Awards, Finalist, Protecting our coasts and oceans, 5 June 2012

Local Hero of the Year, 20 March 2012

Green Ribbon Awards, Winner, Protecting our coasts and oceans, 9 June 2011

North & South New Zealander of the Year, 1 January 2011
Let’s work together

Here we outline the levels of sponsorship that we offer.

Of course we are more than willing to discuss sponsorship levels that sit outside of these. Simply email Strategic Partnerships Director, Steph Vercoe, at steph@sustainablecoastlines.org to arrange a time to talk through the options.

Contributions can be a combination of financial and / or in-kind sponsorship, to be mutually agreed between prospective sponsors and Sustainable Coastlines.

Relationships and terms can be negotiated, but the parameters shown in the following pages provide the basic framework for potential supporters.

To give you the best return on your goals, we can tailor your investment either to support the charity generally (leveraging all of our work) or tag the funds towards a specific project.

The relationship will take effect once a sponsorship agreement is signed. All decisions must be approved by the Sustainable Coastlines Board of Trustees.

The terms outlined in this document are subject to change. Updated terms will be provided during negotiation and must be signed by an authorised representative from both parties to take effect.

<table>
<thead>
<tr>
<th>Sponsorship levels</th>
<th>Partner</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TBA</td>
<td>$20k + GST</td>
<td>$10k + GST</td>
<td>$5k + GST</td>
</tr>
<tr>
<td></td>
<td>By negotiation.</td>
<td>Commitment to provide a minimum of $20,000+GST per year sponsorship.</td>
<td>Commitment to provide a minimum of $10,000+GST per year sponsorship.</td>
<td>Commitment to provide a minimum of $5,000+GST per year sponsorship.</td>
</tr>
</tbody>
</table>
## Sponsorship levels

### What we offer

<table>
<thead>
<tr>
<th>What we offer</th>
<th>TBA</th>
<th>Partner</th>
<th>$20k + GST</th>
<th>Gold</th>
<th>$10k + GST</th>
<th>Silver</th>
<th>$5k + GST</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>License to Sustainable Coastlines' logos (usage rights vary dependent on sponsorship level)</td>
<td>✔️</td>
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<tr>
<td>License to use all event images, footage and results</td>
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<tr>
<td>Assistance with sustainability development or communications</td>
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<td>✔️</td>
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<tr>
<td>Exclusive coverage for your line of business with a right to veto competitors</td>
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<tr>
<td>Opportunity to provide branded collateral for media opportunities</td>
<td>✔️</td>
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<tr>
<td>Free planning and implementation of one (1) event for your staff (hard costs apply)</td>
<td>✔️</td>
<td>✔️ 100 people</td>
<td>✔️ 30 people</td>
<td>✔️</td>
<td>✔️ 2 events</td>
<td>✔️ 1 event</td>
<td>✔️ 1 event</td>
<td>✔️</td>
</tr>
<tr>
<td>Free use of The Flagship Education Centre event space (some hard costs may apply)</td>
<td>✔️</td>
<td>✔️ 2 events</td>
<td>✔️ 1 event</td>
<td>✔️ 1 event</td>
<td>✔️</td>
<td>✔️ 60% discount</td>
<td>✔️ 50% discount</td>
<td>✔️</td>
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<tr>
<td>Discounted rates on event(s) additional to the above</td>
<td>✔️</td>
<td>✔️ 60% discount</td>
<td>✔️ 50% discount</td>
<td>✔️</td>
<td>✔️ 2 staff</td>
<td>✔️ 2 staff</td>
<td>✔️ 2 staff</td>
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<tr>
<td>Invitations to quarterly 'Friends Of' function at The Flagship Education Centre</td>
<td>✔️</td>
<td>✔️ 5 staff</td>
<td>✔️ 3 staff</td>
<td>✔️ 2 staff</td>
<td>✔️ 1 staff</td>
<td>✔️ 1 staff</td>
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<tr>
<td>Announcement of partnership to Sustainable Coastlines network</td>
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<tr>
<td>Permission to have marketing materials, competitions and giveaways at events</td>
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<td>Opportunity to brand rubbish sacks (hard costs apply)</td>
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<tr>
<td>Staff training sessions in Event Management and/or Presentation Delivery</td>
<td>✔️</td>
<td>✔️ 2 sessions</td>
<td>✔️ 1 session</td>
<td>✔️</td>
<td>✔️ 3 staff</td>
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<td>Your logo on:</td>
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<td>Friends page</td>
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<td>Sustainable Coastlines 'Education Station' mobile classroom</td>
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<td>Sustainable Coastlines' Facebook Page cover image</td>
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<td>Email newsletter</td>
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<td>Email signatures</td>
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<tr>
<td>Business cards</td>
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<td>Letterhead</td>
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<tr>
<td>Charity vehicle 'Black Beauty'</td>
<td>✔️</td>
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</tbody>
</table>
By negotiation

SPONSORSHIP PACKAGE INCLUDES

1. License to Sustainable Coastlines logos for use on:
   - Email signature, website, owned social media platforms, internal comms, newsletters
   - B2B (supplier/trade promotion)
   - On product, point of sale
   - Consumer campaign - bought media
   - All logo use is pending sign-off from our General Manager and cannot appear on single use plastic or non-biodegradable goods.

2. License to use all event images, footage and results throughout the scope of partnership. Any photos featuring school students approval must be sought from Sustainable Coastlines before use.

3. Assistance with sustainability development or communications from our highly experienced team.

4. Exclusive coverage for your line of business with a right to veto competitors who are prospective Partners, Gold and/or Silver sponsors. (‘Bronze’ and ‘Supporter’ packages however, are at the sole discretion of Sustainable Coastlines).

5. Exposure through Sustainable Coastlines’ brand and marketing activity including ‘partner’ logo positioning on:
   - Website header (on all pages) and Friends page
   - SC Facebook Page: partner logo positioning on cover image.
   - Email newsletter
   - Email signatures
   - Business cards
   - Letterhead
   - Charity vehicle, appeared on national news several times and visits schools around the country.
   - Sustainable Coastlines ‘Education Station’. Appears at school and community educational events.

6. Opportunity to provide branded collateral for our crew to wear during media opportunities (e.g. hats, reusable water bottles and T-shirts). This has proven highly successful in past events.

7. Planning and implementation of one (1) staff clean-up/planting/team-building event or client function for up to 100 staff and/or community members at a location of your choice. Coordination, planning and equipment covered, but hard costs apply for transport/logistics.

8. Two two-hour events at The Flagship Education Centre for up to 200 guests in our unique and beautiful events space. Some hard costs apply for catering and security.

9. 60% discounted rate on the planning and implementation of staff clean-up/planting/team-building event(s) additional to the above.

10. Invitations for five staff to attend quarterly ‘Friends Of’ functions at The Flagship Education Centre.

11. Exposure through Sustainable Coastlines’ database specific to your brand. Includes email newsletter list and social media networks. Announcement of partnership, inclusion of logo as a live link and tailored offer of a special deal, discount or promotion.

12. Opportunity to provide marketing material, run competitions and / or provide giveaways at events. (Materials used in giveaways must be mutually agreed — with responsible packaging, etc.)

13. Opportunity to brand rubbish sacks: a very high visibility media space (hard costs apply).

14. Two staff training sessions in event management and/or presentation delivery.

15. Further leveraging opportunities to be discussed.
SPONSORSHIP PACKAGE INCLUDES

1. License to Sustainable Coastlines logos for use on:
   - Email signature, website, owned social media platforms, internal comms, newsletters
   - B2B (supplier/trade promotion)
   - On product, point of sale
   - All logo use is pending sign-off from our General Manager and cannot appear on single use plastic or non-biodegradable goods.

2. License to use all event images, footage and results throughout the scope of partnership. Any photos featuring school students approval must be sought from Sustainable Coastlines before use.

3. Assistance with sustainability development or communications from our highly experienced team.

4. Exposure through ‘Gold’ logo positioning on:
   - Website footer (on all pages of site) and ‘Friends’ page with live link to specified URL.
   - Sustainable Coastlines ‘Education Station’. Appears at school and community educational events.

5. Planning and implementation of one (1) staff clean-up/planting/team-building event or client function for up to 30 staff and/or community members at a location of your choice. Coordination, planning and equipment covered, but hard costs apply for transport/logistics.

6. One two-hour event at The Flagship Education Centre for up to 200 guests in our unique and beautiful events space. Some hard costs apply for catering and security.

7. 50% discounted rate on the planning and implementation of staff clean-up/planting/team-building event(s) additional to the above.

8. Invitations for three staff to attend quarterly ‘Friends Of’ functions at The Flagship Education Centre.

9. Exposure through Sustainable Coastlines’ database, including email newsletter list and social media networks. Includes logo as a live link and tailored offer of a special deal, discount or promotion.

10. Opportunity to provide marketing material, run competitions and / or provide giveaways at events. (Materials used in giveaways must be mutually agreed – with responsible packaging, etc.)

11. Opportunity to have branding on rubbish sacks: a very high visibility media space (hard costs apply).

12. One staff training session in event management and/or presentation delivery.

13. Further leveraging opportunities to be discussed.
$10,000 +GST per year

SPONSORSHIP PACKAGE INCLUDES

1. License to Sustainable Coastlines logos for use on:
   - Email signature, website, owned social media platforms, internal comms, newsletters
   - B2B (supplier/trade promotion)
   - All logo use is pending sign-off from our General Manager and cannot appear on single use plastic or non-biodegradable goods.

2. License to use all event images, footage and results throughout the scope of partnership. Any photos featuring school students approval must be sought from Sustainable Coastlines before use.

3. Exposure through ‘Silver’ logo positioning on Sustainable Coastlines website ‘Friends’ page with live link to specified URL.

4. One two-hour event at The Flagship Education Centre for up to 200 guests in our unique and beautiful events space. Some hard costs apply for catering and security.

5. Invitations for two staff to attend quarterly ‘Friends Of’ functions at The Flagship Education Centre.

6. Exposure through Sustainable Coastlines’ database specific to your brand. Includes email newsletter list and social media networks. Announcement of partnership, inclusion of logo as a live link and tailored offer of a special deal, discount or promotion.
$5,000 +GST per year

BRONZE PACKAGE INCLUDES

1. License to Sustainable Coastlines logos for use on:
   - Email signature, website, owned social media platforms, internal comms, newsletters
   - All logo use is pending sign-off from our General Manager and cannot appear on single use plastic or non-biodegradable goods.

2. License to use all event images, footage and results throughout the scope of partnership. Any photos featuring school students approval must be sought from Sustainable Coastlines before use.

3. Exposure through 'Bronze' logo positioning on Sustainable Coastlines website 'Friends' page.

4. Invitations for one staff member to attend quarterly 'Friends Of' functions at The Flagship Education Centre.
Sponsorship Benefits

Examples and visualisations
Your events at The Flagship

Two-hour event at The Flagship Education Centre for up to 200 guests in our unique and beautiful events space. Some hard costs apply for catering and security.
Quarterly ‘Friends Of’ function invitations

Events

Invitations for staff to attend quarterly ‘Friends Of’ functions at The Flagship Education Centre.
Tailored event

- **PARTNER**
- **GOLD**
- **SILVER**
- **BRONZE**

Planning and implementation of one (1) staff clean-up/planting/team-building event or client function for staff and/or community members at a location of your choice. Coordination, planning and equipment covered, but hard costs apply for transport/logistics.
From us to you

Our logos

- PARTNER
- GOLD
- SILVER
- BRONZE

License to Sustainable Coastlines' logos for use on web, marketing and other promotional materials, pending sign-off from our General Manager.
From us to you

Event imagery

- PARTNER
- GOLD
- SILVER
- BRONZE

License to use all event images, footage and results throughout the scope of partnership.
Any photos featuring school students approval must be sought from Sustainable Coastlines before use.
Sustainability development

From us to you

Assistance with sustainability development or communications from our highly experienced team.
On the web

Home page

☑️ PARTNER

GOLD

SILVER

BRONZE

Partner logo positioning with live link to specified URL on website header (appears on all pages).
On the web

Home page

PARTNER

☑️ GOLD

SILVER

BRONZE

Gold logo positioning with live link to specified URL on website footer (appears on all pages).
Friends page

✔️ PARTNER

GOLD

SILVER

BRONZE

Partner logo placement with live link to specified URL on Friends page.
On the web

Friends page

PARTNER

GOLD

SILVER

BRONZE

Gold logo placement with live link to specified URL on Friends page.
Friends page

PARTNER

GOLD

✅ SILVER

BRONZE

Silver logo placement with live link to specified URL on Friends page.
Friends page

- PARTNER
- GOLD
- SILVER
- BRONZE

Supporter logo placement with live link to specified URL on Friends page.
Partner logo placement on the cover of the Sustainable Coastlines Facebook Page.
Email news

GOLD
SILVER
BRONZE

Partner logo positioning on email newsletter header.

Kia ora Camden

Despite the colder starts and shorter days, rest assured we are working harder than ever to look after our waterways and coastlines. We're in the thick of our winter planting season, with plenty of planting days to join. We have held the stage at the United Nations, have been honoured with a major award, and are planning a huge celebration in support of the cause (Sat 7 Oct, Save The Date). Read on for more exciting news.
Email signature

- PARTNER
- GOLD
- SILVER
- BRONZE

Partner logo placement with live link to specified URL in email signature of Sustainable Coastlines team members.
From the printer

Business cards

☑️ PARTNER

GOLD

SILVER

BRONZE

Partner logo positioning on all Sustainable Coastlines business cards

Camden Howitt
Co-Founder and Coastlines Lead
+64 21 212 7287
camden@sustainablecoastlines.org

Sustainable Coastlines
Registered New Zealand charity
55 Madden Street, Wynyard Quarter
Auckland 1010, New Zealand
www.sustainablecoastlines.org
Vehicle branding

PARTNER

GOLD

SILVER

BRONZE

Partner logo placement on the charity vehicle ‘Black Beauty’: seen by thousands of people every day, appeared on national news several times and will be visiting schools around the country on educational road shows.
Out & about

Education Station

- **PARTNER**
- **GOLD**
- **SILVER**
- **BRONZE**

Partner and Gold logo placement on the Sustainable Coastlines 'Education Station'. Appears at school and community educational events.
Branded collateral

PARTNER

GOLD

SILVER

BRONZE

Opportunity to provide branded collateral for our crew to wear during media opportunities (e.g. hats, reusable water bottles and T-shirts). This has proven highly successful in past events.
We look forward to hearing back from you.