



Empire Trade Sponsorship Guidelines

Empire NZ Ltd offer trade dollar assistance to the broad scope of charities, Not-For-Profit organisations such as sporting clubs, individuals and to other groups in the community that work towards making this a better world.

Sponsorships through the Empire Trade give you, the Agent, the opportunity to directly integrate your business, Empire Trade, within your local Community, in a giving capacity. This opportunity will develop goodwill amongst your membership as well as the community, and provide you with a cost effective way to promote Empire Trade, to develop public awareness of the benefits of the Trade concept, and expedite the introduction of your business to a broader client base.

FUNDING

Agent Area Budget:

Each agent has an annual allowance for sponsorship funding of \$15,000 Empire Trade. Agents will have to choose carefully who they wish to offer sponsorship funding. Agents will need to calculate which memberships will better advertise and promote Empire Trade in the agents area. Final sponsorship approval remains with Head Office. Any large sponsorships that promote Empire Trade on a more national scale will be sponsored through Empire Trade head office.

Types of Funding Available:

The forms of funding available are as follows: -

- **Sponsorships:** - Sponsorship is given to those individuals or organisations that have an ability to fulfill certain obligations in return for the support given by Empire Trade.
- **Grants:** - Grants are made available only to those who require funding for a once off project.
 - must be GST registered.
 - must have pre arranged purchases to spend the trade grant with existing members.
- **Promotional Funding:** - Promotional Funding is made available to individuals and organisations that can offer exposure for Empire Trade at a public event or activity that they are organising (*conditions apply*).
 - must be GST registered.
 - must have pre arranged purchases to spend the trade grant with existing members.

Funding Assessment Criteria:

All applications for sponsorship **will be assessed against** the following criteria:-

- **Satisfactory documentation completion**
- Eligibility of the applicant.
- Demonstrated capacity of the applicant to successfully undertake their objectives / proposal.
- Demonstrated ability of the applicant **to source Empire Trade members** with whom they could potentially do business.
- Evidence of the applicant's **ability to fund** the use of the Empire Credits on a part trade/part cash basis.

Fees:

Membership fee:	\$350.00
Transaction fees:	6% on spend down
Monthly Administration fee:	\$11.25

AGENT SPONSORSHIP PROCEDURE

Completing the Documentation:

Once the Sponsorship recipient and type of Sponsorship is identified, the following procedure is to be followed:

Empire Trade Membership:

Empire Trade application for membership (Document D017) is to be completed by the recipient. *All sections are to be completed* showing full details, including **TWO authorised signatories**, the GST Registered section ticked (where required), and the ABN number shown.

NOTE: Please place the words 'SPONSORSHIP' under the heading, Directory Information

A formal proposal for Sponsorship is *preferred*; the more professional the better. If a formal proposal is included then pages 2-4 of the Membership Application form do not need to be completed.

Invoicing:

- **Not GST Registered:** If the recipient *is not GST* registered then an Invoice should accompany the application for funding, and include the organisation's Business Number if applicable. *The invoice MUST* be made out to Empire NZ Ltd showing our address, P O Box 2026, Christchurch New Zealand. *The invoice MUST* also be accompanied by a 'Statement by Supplier' document, filled out and signed.
- **GST Registered:** If the recipient *is GST registered* then an Invoice *must* accompany the application for funding. The *invoice MUST* show the words, TAX INVOICE, and be made out to Empire NZ Ltd, P.O. Box 2026, Christchurch, New Zealand. The following sentence **MUST** be written on the invoice:

'The GST inclusive price in New Zealand dollars, is payable in Empire Trade dollars.'

The Checklist:

This Checklist for Sponsorship Funding document, duly completed, will ensure that you have correctly followed the above procedures and that your application will proceed rapidly

The Agreement:

This document, D046, is to be completed by the Sponsorship Manager and is based on the commitment by the sponsorship recipient in their application. It will be forwarded to the sponsorship recipient for signing once the application is approved.

Completing the Procedures:

On completion of all the above requirements the documentation, including the completed checklist, Empire Trade membership fee, and a recommendation from, or any supporting information available to the Agent, is to be forwarded to Empire NZ Ltd - Sponsorships, P.O. Box 2026, Christchurch, New Zealand.

HEAD OFFICE ADMINISTRATION PROCEDURE

Upon receipt of the Sponsorship Application Empire Trade will *check that ALL* the paperwork is *correctly filled out*.

If all is correct the manager will present the application, with his recommendation, to Empire Trade Sponsorship Department for action. The Applicant and the Agent will be notified of the outcome.

In the case of a successful application the applicant will receive a copy of the Agreement between both parties. Once the Agreement is signed and returned to the Head Office, the application will be processed. The Agent will then receive confirmation of the approved Sponsorship together with a copy of the Agreement.

NOTE: If the Application is NOT presented to Head Office as per this procedure, all documents will be returned to the Agent for correction.

CONCLUSION

It is fair to say that this is a *simple procedure* capable of obtaining *positive outcomes* for your business. To enable the system to *run smoothly* and enable the processing of each application to take the minimal possible time, you will need to *ensure* that this procedure is *rigidly adhered* to.

IMPORTANT NOTES

- A) Do not commit to a promise of Sponsorship as only the authorised person can decide the outcome of all applications.
- B) Do not promise a specific amount of funding to a prospective sponsorship recipient. Always consider the "Spend-Down" implications on your members as well as the ability of the organisation to "manage" the funds. You are ultimately responsible for the spend-down of the amount approved.
- C) Do not expect the process to occur overnight. Provided the organisation acts quickly once in receipt of the final signed agreement, the process could take up to 14 days.
- D) Be aware of the timing of the application. Is there time for the organisation to spend the funds before the event?
- E) Ensure that the funds are for a worthwhile reason. We will monitor spending and ensure that Sponsorship funds are distributed for their intended use. Please advise your recipients of this.
- F) The success of the Sponsorship and the success of the outcome benefiting your membership expansion will largely depend on YOU. Discuss the "Spend-Down Co-ordinator" document and the importance of that role for your sponsored member, and ensure that the recipient's business contacts are made aware of what the Sponsorship means to them. Get names and sign them up.

For further information, or assistance with Sponsorships, please contact Head Office, **sponsorships@nz.empireXchange.com** or telephone **0800 2 TRADE**, to discuss Empire Trade Sponsorship.