



***Get it On!* Sponsorship Guidelines**

Get it On! aims to build a condom culture across New Zealand. We invite applications for sponsorship from individuals and organisations who share this vision. Applications must conform to the following guidelines and clearly demonstrate how a proposed activity will help to achieve one or more of our HIV prevention goals. Our goals are

1. Increased rates of condom use for anal sex between men
2. Increased STI and HIV testing rates for gay and bisexual men
3. Increased rates of condom use for first anal sex between men
4. Increased condom use within New Zealand-based African communities

Get it On! seeks to foster communities which not only use condoms but which are also vibrant and healthy. Therefore, applications will not be accepted for:

- events where alcohol is served with minors present
- events where unprotected sex or other high-risk activities are tolerated or encouraged
- events which do not support or enhance the wellbeing of gay and bisexual men's or African communities
- events that do not conform to legislative or local government regulations and requirements

Requirements for successful applications

All advertising and marketing materials for the activity/event must include the *Get it On!* logo and be pre-approved by the Programme Manager Social Marketing *before* being printed or distributed by the organisers. The *Get it On!* logo (once approved) may not be altered in size, colour or proportion without our approval.

You must include

- Company/organisation name
- Main contact person's name
- Phone
- Email
- Proposal title of activity/event
- Date of activity/event
- Amount Requested



All applications must:

- be made three months prior to the start date of the event.
- demonstrate that the event is aimed towards at least one of our target audiences – gay and bisexual men or African communities
- outline who will benefit from the proceeds of the event
- include a plan for the distribution of condom and lube packs (and include estimated number of packs required)
- outline the benefit that the proposed event would bring to *Get it On!*
- demonstrate a return on our investment and value for money
- include a list of other confirmed and potential sponsors
- include the name, address and full description of your organisation and any relevant credentials
- include details of all key people involved
- include a full description of the event including where it will take place and when
- include a timeline and/or project plan for the activity/event
- detail any non-financial support you may require from us
- detail any exposure for *Get it On!* during the activity/event.

Tips for your application

- Keep in mind that we see many applications for sponsorship. We encourage applications that suggest more than just putting *Get it On!* on a banner.
- Don't talk too much about *Get it On!* We would like to hear more about you, your project and how *Get it On!* could be part of it.
- Include the level of investment that you are seeking.
- Offer alternative levels of sponsorship; budgetary constraints may mean that we are not able to sponsor to the level you have ideally hoped for.
- Check out our www.getiton.co.nz to see what we are currently doing. The more you can tailor your proposal to compliment what we are trying to achieve with *Get it On!*, the better.
- Show innovation and creativity.
- Clearly outline why *Get it On!* should partner with your group.
- Proof read your submission. Then have someone else do it too.

Your complete proposal should be emailed to the Programme Manager Social Marketing using the submission tool on www.getiton.co.nz/sponsorship