



## COMMUNITY SUPPORT FOUNDATION 2009

### MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

Since the early 1980s, the TVNZ Community Support Foundation has given charities more than \$30 million in free advertising space. This airtime assists not-for-profit organisations in their bid to improve the lives of all New Zealanders. It is used to educate the public, promote their services and drive fundraising activities to continue their good work in the community.

As New Zealand's public broadcaster, TVNZ reaches millions of New Zealanders every week. We take our corporate social responsibility very seriously, and we are committed to assisting organisations deliver results to their stakeholders.

The TVNZ Community Support Foundation will partner with four charities for a term of two years; this will enable TVNZ to work more closely with participating organisations to deliver better results and effect positive social change. Stronger relationships with our partners will ensure their marketing efforts have maximum impact with great campaigns that will engage audiences.

New Zealanders are quick to help each other out in times of need; it is these moments that bind us as a people and strengthens our communities. That contributes to our sense of national identity. Join us in our goal of continuing to make New Zealand a great place to live.

Rick Ellis  
Chief Executive Officer  
TVNZ



The current TVNZ Community Support Foundation recipients are:

*National Heart Foundation New Zealand, Surf Life Saving New Zealand, NZRSPCA, Refugee Services Aotearoa New Zealand*

## **The next TVNZ Community Support Foundation period will run from 1 July 2009 to 30 June 2011**

Applications are being called for a two (2) year period; this will allow participating organisations to partner with TVNZ more effectively to deliver greater results to all stakeholders. TVNZ Community Support Foundation messages can be used to ask for donations; we recognise that fundraising is of prime importance to charitable organisations.

TVNZ will attempt to schedule commercials at the time of the year when it will be of most benefit to the organisation concerned. Airtime placement is in advertising filler time; TVNZ will not guarantee value, scheduling or placement. Further, we retain the right to withdraw material at any time. All commercials should be generic in nature. The commercials will be placed across TVNZ's broadcast channels to ensure they receive the widest possible exposure.

We're looking for charities that demonstrate who we are as a nation and how and where we live as New Zealanders

### **(a) Criteria for selection**

The TVNZ Community Support Foundation is looking for charitable organisations to partner with for a term of two years from 1 July 2009 – 30 June 2011.

There are specific selection criteria which must be met in order for applications to be considered, these are:

- Must be not-for-profit;
- A registered charitable entity;
- Apolitical;
- Non-religious in nature;
- Participation in regular marketing and planning sessions with the TVNZ Community Support Foundation team;
- Acknowledge TVNZ in all relevant marketing activities and collateral;
- Able to demonstrate the positive impact and contribution they can make to broader New Zealand society.

## **(b) Criteria for commercials**

Commercials must be of a high technical and creative standard for broadcast. Commercials must not contain commercial references to sponsorship.

All claims made in commercials must be substantiated and reference sources identified. TVNZ accepts no responsibility for allegations or claims made in these commercials. Copyright clearance must be obtained by the organisation supplying the material. Commercials must meet current advertising standards and be approved by the Television Commercial Approvals Bureau, PO Box 8733, Auckland. ([www.tvcab.co.nz](http://www.tvcab.co.nz))

All advertisements must be of a standard duration, (30 or 15 seconds in duration). The creative must also include a five (5) second TVNZ Community Support Foundation end-tag, this will be provided by TVNZ.

## **(c) Production of the commercials**

The community organisation is responsible for cost and production of its own commercial. TVNZ does not produce commercials on behalf of successful recipients of TVNZ Community Support Foundation airtime.

**TVNZ COMMUNITY SUPPORT FOUNDATION  
APPLICATION FORM: 2009-2011**

Name of organisation \_\_\_\_\_

Contact Person \_\_\_\_\_

Title/Function within organisation \_\_\_\_\_

Postal Address \_\_\_\_\_

\_\_\_\_\_

Street Address \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

Name of advertising agency/production house \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_

What is the purpose of the organisation? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What are the objectives/goals? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How is the organisation structured? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How does the organisation operate? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

How many people are employed in the organisation? \_\_\_\_\_

How many volunteers work for the organisation? \_\_\_\_\_

Is this organisation regional or national? \_\_\_\_\_

How does the organisation raise or receive funds? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Is there an Annual Appeal/Awareness week? If so when is it? \_\_\_\_\_

\_\_\_\_\_

Who is the organisation trying to reach with this message? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Are there any opportunities for TVNZ staff to assist your organisation? If so, what are they? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What, if any, opportunities are there for the organisation to leverage its association with TVNZ (eg. merchandise, signage, and other collateral) \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Does the organisation currently run a television commercial?

If not, is there a budget for a television commercial?

Is the organisation planning a television campaign (other than TVNZ Community Support Foundation) to run on any television network and if so, when and where?

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Do you have any sponsorship ties with other broadcasters (including television and radio)? If so, what are they and who are they with?

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Have you previously received TVNZ Community Support Foundation airtime? If so when?

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Please return this form and supporting material to:

Vikki Cottingham  
TVNZ Community Support Foundation  
100 Victoria Street West, Auckland  
(Or PO Box 3819, Auckland)

Email: [sponsorship@tvnz.co.nz](mailto:sponsorship@tvnz.co.nz)

Applications for the 2009-2011 TVNZ Community Support Foundation period close **5pm, Friday 2 January 2009.**

## PROCESS

- Step 1. Check that your organisation meets the criteria in section (a).**
- Step 2. Complete the attached application form and send it in.**
- Step 3. Following a comprehensive review and selection process we will advise whether or not we are able to provide support for your organisation.**
- Step 4. If your organisation is accepted you will be required to submit a script/storyboard for approval.**  
We suggest you seek advice from an advertising professional.

Step 5. You will also need to submit your script for approval to:

**Television Commercial Approvals Bureau**

**PO Box 8733, Auckland**

**Phone: 09 373 2907**

**Website – [www.tvcab.co.nz](http://www.tvcab.co.nz)**

Step 6. TVNZ will confirm approval, and will supply the TVNZ five (5) second credits for the commercial. Please note: Total commercial time must include credit.

Step 7: A VHS or DVD of the completed commercial should be submitted for final approval to:

(a) TVNZ Community Support Foundation (Attn: Vikki Cottingham)

PO Box 3819, Auckland or

100 Victoria Street West, Auckland

(b) Television Commercial Approvals Bureau,

1 Beresford Street, A7, level 2, Auckland

A fee of \$105.00 + GST may apply for the approval process. This is payable by the applicant to the Television Commercial Approvals Bureau.

Step 8. One copy of the commercial on Digibeta or BetaSP format with stereo or dual audio, in a box clearly identified by the advertiser, agency (if applicable), product/campaign, duration of commercial and key number should be supplied to:

**TVNZ Community Support Foundation**

**PO Box 3819, Auckland or**

**100 Victoria Street West, Auckland**

**Attn: Vikki Cottingham**