



**North Shore**  
**New Zealand Riding for the Disabled**

## **Sponsorship**

Your opportunity to give back to your community  
and help us to Reach more Riders, Change More  
Lives



**Are you fortunate enough to be healthy, your business or work rewarding, and you enjoy a good life with your family and friends?**

**If that's the case, great! but take a moment to reflect that not everyone is so fortunate. Please give us 5 minutes of your time and read on.**



## Why we need your help

North Shore RDA (NSRDA) is a voluntary, not for profit organisation providing therapeutic horse riding for people with disabilities to improve their physical, intellectual, and emotional well-being.

We receive no Government funding and rely on grants, donations, and subsidised rider fees to fund our operational costs.

We are finding grants harder to successfully win as more organisations compete for them. Criteria are also more stringent, preferring to fund projects rather than operational costs.

Our Governance board has set a strategic goal to find one or more Sponsors to inject funding toward our operational expenses and allow us to provide financial certainty and grow our Rider programmes.



Your Sponsorship or donation will help with the welfare of our horses, support our wonderful Riders, Coaches and Volunteers, and help us reach our goal to **Reach more Riders, Change More Lives.**

In return for your sponsorship, we will provide your organisation a unique opportunity to work with a remarkable group of people and support your community. All we ask is you contribute a small portion of your financial success back into your community, to support people that are perhaps not as fortunate.

We offer our sponsors on premise and online (our website and Facebook Page) signage for your business as well as opportunities for you and your staff to visit our property to meet our volunteers, staff, riders, and horses.

## The Social Impact we deliver



We exist as an organisation because of the generosity of our volunteers and many who provide financial support to fund our operations.

*We recognise we're one of many organisations knocking on doors for funds, so how can donors and sponsors assess the value we provide to the community and gauge that value against others asking for their funding?*

Working with NZ Riding for the Disabled and ImpactLab, we quantified the benefits we provide to society through our therapeutic riding programs.

ImpactLab took our North Shore RDA data, plus that of five other NZ RDA groups. They accessed other data sources that provide input to help calculate the savings made in a social context, as a result of our interaction with a rider. Some of these amazing benefits have been:

- **Improvements in physical health with less interaction with medical care.**
- **Improvements in mental health, better social interaction, and integration.**
- **Improved achievement in school.**
- **A happier, more interactive and engaging child.**

**To summarise this**, at a point in the Rider's life journey, they join an RDA Group and things begin to improve for them. This changes the potential long-term outcome for them as an individual, because it allows them to have the confidence to independently achieve their goals, no matter how small. They learn to engage more confidently and all of this whilst they are having fun.

Every child deserves the opportunity to benefit from riding with the RDA and your Sponsorship will make this happen.

**ImpactLab calculated that across the NZRDA groups analysed, they found a Social Return on Investment of 320%**

In other words, **every \$100 dollars invested in delivering the NZRDA programme generates an estimated \$320 of measurable benefits to each rider.** *The Good Measure calculation also confirmed that NZRDA contributes positively to the mental health, physical health, and academic achievements of riders.*



## What's in it for you

Providing Sponsorship to North Shore Riding for the Disabled can provide you and your business with potentially some or all the following benefits.

- Associating with a positive and socially valuable therapeutic riding service should make you and your team feel good about how your business is giving back to your community and society.
- Increase your business brand awareness and credibility through signage, branded communication, and positive word of mouth.
- Enhance your business reputation among your customers, staff, and peers for supporting our nationally recognised and socially responsible welfare providing organisation.
- Access a wide target audience, including our Rider families, our many Volunteers and their wider community networks. In many cases, our Volunteers are people with business and community networks. *They say successful Marketing is about who you know and how well you look after them.*
- Harness opportunities for direct customer engagement with our North Shore RDA community, plus our network of social media and Newsletter subscribers.

Gold Sponsor Kalmar Construction's Managing Director, Bert Denée had this to say about their sponsorship;

*"We have partnered with North Shore Riding for the Disabled on several projects in the past and believe they provide an outstanding service and contribution to our community, so it was a logical next step for us to partner as a Corporate Sponsor".*



## Sponsorship Packages

We offer three business Sponsorship opportunities that can be tailored to individual sponsors requirements. These include the following options.

Your Sponsorship funds contribute towards overall operational costs, from staff salaries to horse care and feed enabling us to deliver what we do for our Disabled Riders.

- Platinum Sponsorship                      \$20,000 per year with a 3-year term
- Gold Sponsorship                            \$10,000 per year with a 3-year term
- Silver Sponsorship                            \$5,000 per year with 2-year term

The program components detailed on the following pages are provided for the duration of the sponsorship term. Any use of the North Shore RDA brand must meet the Brand Guidelines for Groups and only approved logos may be used.

North Shore RDA understand that any sponsor's logos or branding must also only be used as intended without alteration.



## Sponsorship Package Summary

Program components	Platinum	Gold	Silver
• Naming rights with signage* on Arena or Barn with style and format to be agreed.	Y	-	-
• Signage* displayed on Barn detailing Sponsorship level	Y	Y	-
• Signage* on display, location, and size to be agreed	Y	Y	Y
• Number of Sponsors	1	2	5
• Duration of Sponsorship (years)	3	3	2
• Sponsor flags* displayed at all NSRDA group events	Y	-	-
• Sponsor's business profiled on NSRDA Website and social media	Y	Y	-
• Sponsors Logo added to NSRDA social media and website	Y	Y	Y
• Sponsor profiled in NSRDA Community Newsletter	Y	Y	-
• Sponsor acknowledged on NSRDA website	Y	Y	Y
• Recognition of sponsorship in NSRDA Annual Report	Y	Y	Y
• Sponsor authorised to use the NSRDA logo in their communication strategy	Y	Y	Y
• Invitations to all rider events	Y	Y	Y
• Option to present awards to riders, as appropriate	Y	Y	Y
• Option to present awards to NSRDA people, as appropriate	Y	-	-
• Meet quarterly with a senior member of the Governance Committee (How does this add value?)	Y	-	-
• Invitation to meet the Governance Committee on signing	Y	Y	Y
• Invitation to morning tea with the NSRDA team each term	Y	Y	-
• Invitation to morning tea with the NSRDA team annually	-	-	Y
• Financial Membership of NSRDA	Provided	Provided	Eligible
<b>Investment per year</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

\* Signage to be provided by the Sponsor

## Donations

If you want to support North Shore RDA but are not able to enter into a sponsorship agreement with us, then we welcome you to make a one-off regular donation towards our operating costs, to avoid us having to pass on costs to our riders and their families.

We are a charity registered with NZ Charities Commission. If you donate you are entitled to claim a 33.33% rebate from IRD. That means if you donate \$3000, the IRD will give you \$1000 back. Once you donate, you will receive a Donation Receipt by email.



Donations can be made online by scanning the following QR code to be taken to our Donation page.

## Donations by Direct payment

Please use our Bank Account details below:

**Bank:** KiwiBank  
**Account Name:** North Shore Riding for the Disabled Association Inc  
**Account Number:** 38-9027-0164209-00  
**Particulars:** Your Name (Include your name on any payment so that we can acknowledge your support.)  
**Reference:** Donation

To obtain a Donation Receipt for Direct payments, please email [info@northshorerda.org](mailto:info@northshorerda.org) giving the date and value of your donation and one will be emailed to you.

### For your reference

**Our Registered Charity Number is:** CC38923

**Our Postal Address is:** North Shore RDA, PO Box 448, Silverdale, Auckland 0944



# North Shore New Zealand Riding for the Disabled

## Thank you for considering Sponsorship

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Lives



We look forward to meeting you to share our story further.  
Please take a minute to contact us and one of our sponsorship  
team will be in touch.

(09) 426 8110 or by email to [info@northshorerda.org](mailto:info@northshorerda.org)