

From: [Official Information](#)
To: [S 7\(2\)\(a\) @stuff.co.nz](#)
Cc: [Official Information](#)
Subject: Final response - LGOIMA request - 337074 - [S 7\(2\)\(a\)](#) - all current and past sponsorship agreements with HCC and third parties
Date: Wednesday, 9 August 2023 9:42:43 am
Attachments: [image001.png](#)

Kia ora,

We refer to your information request below. Hamilton City Council provides the following response.

Your request:

All current and past sponsorship agreements between the Hamilton City Council and individual third parties.

Our response:

Hamilton City Council's [Event Sponsorship Fund](#) is designed to support event organisers who are delivering events that attract a significant number of visitors to Hamilton and have high profile coverage. We look for events that provide exposure or promotion for Hamilton Kirikiriroa, add economic benefit to the city, or promote pride and a sense of place for Hamiltonians. Recipients of this fund are determined by the Economic Development Committee on an annual basis.

Council operates in the same way as any commercial sponsor in terms of recognition and benefits, and this is negotiated on an individual basis with approved applicants.

Since 1 January 2020, the fund has been allocated to the following major events, with naming rights:

Funding type	Event Name	Event Applicant	Naming right	Date	Sponsorship Amount
Event Sponsorship Fund	Balloons over Waikato 2020	Balloons over Waikato Trust and Classic Events	Naming rights of the opening morning festival at Innes Common - "Hamilton City Council Opening Fiesta"	March 2020	\$108,000
Event Sponsorship Fund	Lugtong Round the Bridges 2020	Hamilton Harriers Club Incorporated and Classic Events	Naming rights of the 12km run and walk event - "Hamilton City Council 12km"	November 2020	\$10,000
Event Sponsorship Fund	Balloons over Waikato 2021	Balloons over Waikato Trust and Classic Events	Naming rights of the opening morning festival at Innes Common - "Hamilton City	March 2021	\$120,000

			Council Opening Fiesta"		
Event Sponsorship Fund	Lugttons Round the Bridges 2021	Hamilton Harriers Club Incorporated and Classic Events	Naming rights of the 12km run and walk event - "Hamilton City Council 12km"	November 2021	\$10,000
Event Sponsorship Fund	Balloons over Waikato 2022	Balloons over Waikato Trust and Classic Events	Naming rights of the opening morning festival at Innes Common - "Hamilton City Council Opening Fiesta"	March 2022	\$120,000
Event Sponsorship Fund	Lugttons Round the Bridges 2022	Hamilton Harriers Club Incorporated and Classic Events	Naming rights of the 12km run and walk event - "Hamilton City Council 12km"	November 2022	\$10,000
Event Sponsorship Fund	Balloons over Waikato 2023	Balloons over Waikato Trust and Classic Events	Naming rights of the opening morning festival at Innes Common - "Hamilton City Council Opening Fiesta"	March 2023	\$120,000
Event Sponsorship Fund	Lugttons Round the Bridges 2023	Hamilton Harriers Club Incorporated and Classic Events	Naming rights of the 12km run and walk event - "Hamilton City Council 12km"	November 2023	\$17,000
Event Sponsorship Fund	Balloons over Waikato 2024	Balloons over Waikato Trust and Classic Events	Naming rights of the opening morning festival at Innes Common - "Hamilton City Council Opening Fiesta"	March 2024	\$130,000

Please note that the Event Sponsorship Fund has supported many other events in this time, without naming rights as a condition.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Ngaa mihi

Keeley Faulkner

Official Information Coordinator

Governance & Assurance Team | Business Services

Email: officialinformation@hcc.govt.nz



Hamilton City Council | Private Bag 3010 | Hamilton 3240 | [Hamilton City Council](#)

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From: S 7(2)(a) @stuff.co.nz>

Sent: Wednesday, 12 July 2023 1:18 pm

To: Official Information <officialinformation@hcc.govt.nz>

Subject: Re: LGOIMA request - 337074 - all current and past sponsorship agreements with HCC and third parties

Kia ora,

I'm happy to clarify the date range to be all sponsorship agreements in place since Jan 1, 2020. In terms of a definition of 'sponsorship' I will use the following: (does/did) provide funds, resources or services to a club in return for rights and/or associations with the club. I.E. Frankton Rugby club.

Best,

S 7(2)(a)

On Wed, 12 Jul 2023 at 13:15, Official Information <officialinformation@hcc.govt.nz> wrote:

Kia ora,

Please ignore previous email and see below for our amended clarification, thank you.

I refer to your official information request dated 11th of July Hamilton City Council are requesting a clarification around your request.

Your request:

All current and past sponsorship agreements between the Hamilton City Council and individual third parties.

Further clarification required:

The Hamilton City Council are willing to provide a response to your request. However, to ensure we are providing you with the best response, are you able to please clarify the following:

1. A date range.
2. What exactly is meant by the word “**sponsorship**”? This is different to our partnership agreements and / or funding grants, we would appreciate your clarification as to what type of agreement you are after exactly.
3. Are you happy for us to provide this response in the form of a list containing: name, amount and the type of sponsorship?

Can you please respond to the Official Information team via this email address regarding this clarification by the 19th of July 2023

Please note, under section 13 (7) and (8) of the Local Government Official Information and Meetings Act 1987 (LGOIMA) – our deadline date will be extended from the date that you reply to this request for clarification.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Ngaa mihi

Keeley

Official Information Coordinator

Governance & Assurance Team | People and Organisational Performance

Email: officialinformation@hcc.govt.nz

Hamilton City Council supports flexible working. Although you may receive this email outside of your normal working hours, these hours are what work for me.

There is no expectation for you to respond outside of your own working hours.



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From: noreply@hamilton.govt.nz <noreply@hamilton.govt.nz>
Sent: Tuesday, 11 July 2023 1:51 pm
To: Official Information <officialinformation@hcc.govt.nz>
Subject: OIA Request - HCC-OIA-230711-M77Y5



We've received a request for you.

This request was received on 11 July 2023 @ 1:50PM.

Here's your reference number and the request details:

UUID

HCC-OIA-230711-M77Y5

S 7(2)(a)

Detailed description of request

All current and past sponsorship agreements between the Hamilton City Council and individual third parties.

Organisation

Stuff

Attachments

Created

11 July 2023 @ 1:50PM

If you have any questions in the meantime, feel free to call us on [\(07\) 838 6699](tel:(07)8386699) or [email our customer service team](mailto:officialinformation@hcc.govt.nz).

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Hamilton City Council
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Hamilton 3204

S 7(2)(a)



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