

**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](#)

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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	Lugtons 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	Lugtons 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	Lugtons 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	Lugtons 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](http://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](mailto: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](mailto: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 Jan1, 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](mailto:officialinformation@hcc.govt.nz)> wrote:

Kia ora,

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

I refer to your official information request dated 11<sup>th</sup> 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 19<sup>th</sup> 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](http://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](mailto:officialinformation@hcc.govt.nz)

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



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**From:** [noreply@hamilton.govt.nz](mailto:noreply@hamilton.govt.nz) <[noreply@hamilton.govt.nz](mailto:noreply@hamilton.govt.nz)>

**Sent:** Tuesday, 11 July 2023 1:51 pm

**To:** Official Information <[officialinformation@hcc.govt.nz](mailto: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](#).

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Hamilton City Council  
260 Anglesea Street  
Hamilton 3204

S 7(2)(a)



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