

Helen Winterbottom

Fyi-request-630-52fd0b7f@requests.fyi.org.nz

Dear Helen

RE: OFFICIAL INFORMATION ACT REQUEST

Your email of 26 October 2012 requesting information about government grants to Sanitarium was transferred to Sport NZ by the Minister for Sport and Recreation as the information you have requested is held by Sport NZ.

In response to your questions I am providing you with the following information.

- Sport NZ (then called SPARC), sponsored the 2009 Weet-Bix Tryathlon run by the New Zealand Health Association which trades as Sanitarium Health Food Company. The value of the sponsorship was \$75,000.
- The purpose of the sponsorship was to support a high-quality event that promoted the value of physical activity to children and could generate interest in, and exposure to, SPARC's sport and recreation activities.
- In return, Sanitarium was required to provide two reports to SPARC against the agreed outcomes which were:
 - a minimum of 16,000 children participating in the event
 - delivery of sponsorship benefits that included media exposure, on-site signage and visibility and general brand promotion opportunities.
- The final report detailed the following:
 - A total of 18,935 children registered for the event
 - SPARC's brand was associated with the event via a range of media including:
 - Direct mail to more than 19,000 families and 2,200 schools
 - Television promotions and coverage to the value of \$300,000
 - Posters, race packs – pre and post event, and product advertising on 2.5 million Weet-Bix packs
 - Radio promotion to the value of \$160,000

Sport NZ's usual practice for making investment decisions is via the preparation of a business case that is subject to series of peer review and sign-off stages. A business case must be approved before any investment is made. The decision to sponsor the 2009 Weet-

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Bix Tryathlon was approved through this process. Sport NZ does not hold any emails or notes relating to that decision.

Please contact Laurie Edwards, Manager Marketing and Communications, if you require any further information. His contact information is 0274 470 255 or laurie.edwards@sportnz.org.nz.

Please note that if you are not satisfied with this response you have the right to make a complaint to the Ombudsmen, pursuant to section 28(3) of the official Information Act.

Yours sincerely



Peter Miskimmin
Chief Executive

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