



## SPONSOR AGREEMENT FOR MARKETING FUTURES COLLECTIVE 2022

### About the Collaboration:

This is a collaboration between The Growth Project Whakaahu Whakamua (TGP), Niu Pathways – which are both programmes within ICE (Inspire, Create, Engage)- and The Marketing Association (MA). Together we provide a unique opportunity for Māori and Pasifika students who have an interest in Marketing to gain a certification and valuable experience within the industry. In the creation of this programme MA had identified a lack of diversity in the New Zealand marketing profession. This collaboration intends to bridge this gap by encouraging young Māori & Pasifika to consider marketing roles.

Our programme sets to help achieve the following outcomes for Māori & Pasifika students who participate:

Outcome 1:	Students have a good understanding of the marketing industry.
Outcome 2:	Students have had experience working on projects & networking with at least one of NZ's leading marketing brands.
Outcome 3:	Students become Professional Certified Marketer – Core Skills plus receive a University of Canterbury Micro-credential in Core Skills Marketing.
Outcome 4:	Students are given an employment opportunity to gain valuable experience upon their completion of the programme.

### The Programme:

The core part of this programme will run for 5 days at the Marketing Association office from Monday 4 July – Friday, 8 July. All 5 core workshops are to be completed in-person during this week.

Monday 4 July	Marketing Bootcamp
Tuesday 5 July	Content Marketing
Wednesday 6 July	Social Media for Marketers
Thursday 7 July	The Essentials of Digital Marketing
Friday 8 July	The Secret Sauce of Great Copywriting

A further one elective is to be completed in either in-person or online. The workshops will be available for the students to choose from.



June	Customer Experience	Auckland (In person only)
June	The ABC of B2B Marketing communications	Wellington (In person only)
July	Digital Story-Telling	Wellington (In person only)
July	The ABC of B2B Marketing communications	Christchurch (In person only)
July	Google Ad's – The Profitable Way	Wellington (In person only)
August	Digital Story-Telling	Auckland (In Person only)
August	The ABC of B2B Marketing communications	Online Only

Each student will be provided by the sponsoring company a work-based project to undertake as their assessment. This can be relevant to a company's current or upcoming campaign/initiatives (encouraged), or a faux project created specifically for the student's assessment. If the project requires the student to be involved in classified project information, the student can sign a formal NDA prior to the start of the assessment.

Sunday August 31, 2022, 11.59pm	Final Assessment DUE
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### Sponsor Agreement:

The aim is to get students qualified as a Professional Certified Marketer – Core Skills, as well as receive a University of Canterbury Micro-credential in Core Skills Marketing. The following is an agreement to sponsor one of the students within this program:

#### This is what you get:

A Student who has committed to completing the programme by a signed agreement that obligates them to the following:

- MUST sign a clause that they will not back-out of the program.
- MUST accept sponsor's post-program offer so long as both sponsor and student agree.
- MUST turn up to all workshops.
- MUST make time during assessment to meet with sponsor/contact them with any questions and/or guidance.
- MUST complete final online workshop prior to assessment deadline (31 August)

**Completion of program** – MA and ICE cannot guarantee the student will complete the program but will make every endeavour to ensure this happens. Only students who complete the program may receive the internship or part-time job offer. No refunds will be provided if a student withdraws once the program has started.



**This is what you need to do:**

The Sponsor company will agree to appoint a key person to mentor and liaise with the student throughout the program. The following outlines the commitment including dates:

- Key person will be available to select their sponsored student before the **June 12, 2022** (online process).
- Key person agrees to have an initial meet and greet with the student between the dates of **June 13, 2022 and June 25, 2022** (Available via Zoom or in person). To provide the following:
  - Potential meeting dates between **July 7, 2022 & August 31, 2022** for the purpose of providing mentorship to the student (at least one 30min / session per week).
  - Client brief for the project the student will be completing for the purpose of the final assessment to be available by **June 30, 2022**.
- Key Person will be available to attend a networking evening on **Monday July 4, 2022** (in-Person)
- Be available to answer student questions during their project creation.
- Offer an internship/part-time job offer to their student at the end of the program. **This would likely start after the finish of the University year in 2022.** The official offering of this position may be voided if both student and sponsor agree that they do not wish to move further with the extended offer of employment (either temporary or otherwise).
- Share this agreement with their HR department to secure the internship/role.

**Your Investment:**

The sponsor company agrees to pay to MA and ICE the following fee prior to the workshops starting, of the following amount:

Auckland Based Student	\$3000 + GST
Student Residing outside of Auckland	\$3750 + GST

Signed:

<b>The Sponsor Company</b>	Signature:	Date:
<b>Marketing Association</b>	Signature:	Date:
<b>ICE</b>	Signature:	Date: