



## NORTHLINK FERRIES SPONSORSHIP PROGRAMME

# Application Guidelines

1 April to 30 September 2020 Tranche

### About the Programme:

The NorthLink Ferries Sponsorship programme is designed to support a wide range of events, community groups and individuals as they travel to and from the Orkney and Shetland islands through assistance by the way of discounted fares, and the offer of travel vouchers for raffle prizes and the likes. However, we do not normally offer cash sponsorship.

We are continually developing and improving our sponsorship programme to be more inclusive. As requests for sponsorship are always extremely high, we will continue to have our two structured tranche periods of **1 April to 30 September** and **1 October to 31 March** to be able to maintain a streamlined award and allocation process. However, we appreciate not all travel and fundraising events are known this far in advance or require to be planned further in advance and we are now awarding more discounts and vouchers from applications or requests received outwith our standard tranche dates. Please see [www.northlinkferries.co.uk/sponsorship](http://www.northlinkferries.co.uk/sponsorship) for further details.

For our application tranche periods, an application form must be completed to be eligible for discounted travel or for a travel voucher to be granted, these can be found at [www.northlinkferries.co.uk/sponsorship](http://www.northlinkferries.co.uk/sponsorship). **We therefore ask you to look ahead to your travel and raffle requirements, to include in your application.** We appreciate some applicants may not have exact details of travel requirements, however, please provide us with the expected details so we have a gauge for consideration.

After the relevant closing dates, all applications will be considered on a like-for-like basis, in view of the overall number of applications and in accordance with the Terms & Conditions listed below. **Please note all applications should be received by the closing date indicated, as late and/or incomplete forms may take longer to process.** If your application has been successful, a letter or email detailing the sponsorship agreement will be issued. If a voucher has been requested, this will be enclosed along with the relevant form to record the prize winner's details.

While we are committed to working to ensure that our support is spread widely throughout Orkney and Shetland, inevitably there will be some requests that we cannot meet.

### Terms and Conditions:

- Our next sponsorship period will cover the dates **1 April to 30 September 2019**. Applications will be received until **5pm on Friday 13<sup>th</sup> March 2020**; dates are advertised on our website and in the local press. Any forms received after this date may take longer to process
- NorthLink Ferries does not normally provide cash sponsorship, support given will usually be in the form of free or discounted travel.
- It is unlikely that any club or charity will be provided with more than one travel voucher per year (unless event has been initially sponsored by NorthLink).
- All clubs, societies, events and festivals are required to provide a list of all members names to enable us to identify eligible participants.
- Sponsorship will not be granted for any travel relating to commercial activities.
- Discounted travel and vouchers are only valid on dates as specified on NorthLink's covering letter.
- In return for support offered by way of free or discounted travel, NorthLink seeks to gain a degree of further exposure for its name and brand by mentioning our name in press reports and promotional materials, and our logo appearing on promotional materials. Full details of what is required from you will be covered in the sponsorship agreement and failure to comply with these Conditions of Support may jeopardise the offer.
- Any misuse of sponsorship will result in it being removed.

**If you have any questions relating to our Sponsorship Programme please contact the Marketing Department on [marketing@northlinkferries.co.uk](mailto:marketing@northlinkferries.co.uk)**

**NorthLink Ferries**  
Stromness Ferry Terminal  
Ferry Road  
Stromness, Orkney  
KW16 3BH

**T** +44 (0)845 6000 449  
**E** [info@northlinkferries.co.uk](mailto:info@northlinkferries.co.uk)  
[www.northlinkferries.co.uk](http://www.northlinkferries.co.uk)

Registered Office:  
**Serco Limited**  
16 Bartley Way  
Bartley Wood Business Park  
Hook, Hampshire, RG27 9UY

Company Registration  
No. 242246

Operated by **serco**