

QUEENSTOWN TRAILS TRUST OFFICIAL PARTNER PROGRAMME



OFFICIAL PARTNER PROGRAMME

A big thank you! Because of support from our Official Partner programme the magnificent Queenstown Trail which took \$6m to construct has won the hearts of locals and visitors. Over 500,000 users have enjoyed the trail since its opening in October 2012, making it one of the most used trails in the country!

The Official Partner programme increases New Zealand's credibility as a cycling and walking destination which is good news for the Queenstown Trail and local businesses. The trail has created incremental demand for services such as transport, accommodation, bike hire, dining, wine and activities - the goals to support the development of the world-class Queenstown Trail network are to increase turnover for local businesses, create employment and opportunity, your support of this programme can help us all to achieve! Visitors expect a high level of customer service and are actively looking for local recommendations, the Official Partner programme is the perfect catalyst for this and businesses can apply to join the Official Partner programme and be recognised as an Official Partner.

How to become an Official Partner? To become an Official Partner you must:-

- 🚲 First up, support the Queenstown Trail by advertising on our official website www.queenstowntrail.org.nz
- 🚲 Your business must meet certain cycle friendly standards which are outlined in the membership agreement

By becoming an Official Partner, your business will be entitled to:-

- 🚲 Business listing on www.queenstowntrail.org.nz under Official Partner status, including contact details with a direct link for bookings, copy of up to 200 words, your company logo and up to five images
- 🚲 Licence to use Nga Haerenga – The New Zealand Cycle Trail (NZCT) logo and the Queenstown Trails Trust logo at your business, on your website and printed materials. This clearly advises trail visitors and local users that you have been evaluated and meet service requirements as outlined by NZCT. In other words, you are a trusted provider.
- 🚲 Link to the NZ Cycle Trail section on Tourism New Zealand's consumer website www.newzealand.com
- 🚲 As an Official Partner you will be invited to promote yourself as part of the Official NZCT Product Directory which is produced annually, is available online and for use at the annual TRENZ trade show.
- 🚲 Release of special offers via Queenstown Trails social networks (facebook, twitter)
- 🚲 Increased business referrals. The Queenstown Trails Trust actively promotes the Official Partners Programme and encourages both cyclists and walkers to use that business displaying the Official Partner logo – we encourage them to support the businesses that support the Trail.

Upgrade your membership:-

Want a bit more razzle dazzle? You are welcome to upgrade your membership to Official Partner Plus includes all above benefits Plus:-

- 🚲 Business listing on www.queenstowntrail.org.nz under Official Partner status, including contact details with a direct link for bookings, copy of up to 300 words, your company logo and up to 10 images
- 🚲 Quarterly E-News special offer promotion (maximum 4 partner offers per edition)
- 🚲 First opportunity to joint venture with specific Queenstown Trail marketing opportunities

Costs

The annual membership cost is \$295.00+ GST for Official Partner status, or, \$395.00+ GST for Official Partner Plus status.

Optional Add-on:-

For an additional \$50.00 per month you can add:-

- 🚲 Partner Advertising on the home page of www.queenstowntrail.org.nz (limited to 3 partners at any one time, creative to be provided by Official Partner)

100% of your membership fee will go to the Queenstown Trail for ongoing maintenance, development, marketing and promotion of the Queenstown Trail.

OFFICIAL PARTNER APPLICATION FORM

Please complete this form and send to Queenstown Trails Trust,
mandy.kennedy@queenstowntrail.org.nz OR post to PO Box 254, Queenstown 9300.

| | | | |
|------------------------------------|--|--------------------|--|
| Business name: | | | |
| Name of key contact person: | | | |
| Postal address: | | | |
| Town / City: | | Post code: | |
| Phone: | | Cell phone: | |
| Email: | | | |

Criteria for Membership of the Official Partner Programme

The following criteria are the minimum you must meet to become an Official Partner of the New Zealand Cycle Trail. All criteria for each relevant business type must be met.

By ticking the relevant boxes below you declare that you meet the corresponding criteria.

| COMPULSORY FOR ALL BUSINESSES | √ |
|--|----------|
| <input type="checkbox"/> The business sells or promotes products or services that relate to The New Zealand Cycle Trail. | |
| <input type="checkbox"/> Complies with all laws and regulations relevant to their operation. | |
| <input type="checkbox"/> Provides a quality experience and a high level of customer service for cyclists. | |
| <input type="checkbox"/> Provides a warm welcome and prompt friendly service to all visitors arriving by bike. | |
| <input type="checkbox"/> Staff can provide first-hand knowledge of the cycle trail and explain how to get more information. | |
| <input type="checkbox"/> Information and maps of local bike trails available to cyclists. | |
| SPECIFIC TO CYCLE-FRIENDLY ACCOMMODATION | |
| <input type="checkbox"/> Allow cyclists to stay only one night and no surcharges are charged for single night stays. | |
| <input type="checkbox"/> Secure undercover storage for bikes is provided. | |
| <input type="checkbox"/> There are facilities for cleaning / washing bikes. | |
| <input type="checkbox"/> There are facilities for washing and drying clothes. | |
| <input type="checkbox"/> Bike repair - provision of a bike stand, basic tools, pump, etc. and/or the contact details and opening hours for the nearest bike repair shop are known. | |
| <input type="checkbox"/> Staff can organise hire bikes if requested. | |
| SPECIFIC TO CYCLE-FRIENDLY ATTRACTION / CAFÉ | |
| <input type="checkbox"/> Bike racks or options for securing bikes to stands etc. are available (for riders to use their bike locks). | |
| <input type="checkbox"/> There is free drinkable water. | |
| <input type="checkbox"/> For cafes only: Provide food and drinks suitable for hungry/thirsty cyclists. | |
| SPECIFIC TO CYCLE-FRIENDLY TRANSPORT | |
| <input type="checkbox"/> Bikes are transported in a safe and secure manner without any damage. | |
| <input type="checkbox"/> Provide a reliable and punctual service. | |
| <input type="checkbox"/> Provide a "rider intentions" service for the safety of cyclists who will be riding in remote areas. | |

Payment options:

\$295.00+ GST (\$339.25 GST inclusive) – Official Partner status

\$395.00+ GST (\$454.25+ GST inclusive) – Official Partner Plus status

\$50.00+ GST per month (\$57.50 GST inclusive) – queenstowntrail.org.nz home page advertising



Send cheque to: **Queenstown Trails Trust, PO Box 254 Queenstown 9300**

OR



Make a direct debit to the following account:

Account name: Queenstown Trails Trust

Account number: **ANZ Bank, Trust Bank account number: 06 0949 0211138 02**

Please be sure to note your company name in the reference field

Next steps:

- Please check that you have completed all sections of this application form, and the Advertiser form (which is also available to complete online) before sending it to Queenstown Trails Trust. Please retain a copy for your records. These terms and conditions will form the legally binding agreement between us in the event that your application is successful.
- Once The Queenstown Trails Trust has received your completed application, it will notify you whether your application has been successful. Please note that it is at the Queenstown Trails Trust's discretion whether to grant you a licence or not.
- If your application has been successful, you will be sent a copy of the Official Partner logo, details on how to download the logo and accompanying guidelines, and Official Partner window sticker and receipt for payment.
- **PLEASE NOTE** that your licence will expire **on the anniversary you sign up**. If you wish to continue being an Official Partner after this date, you will need to submit a new application (we will send you a reminder one month prior to expiry).
- **PLEASE NOTE** that the fee specified above applies to a 12 month period.
- If your application has not been successful, you will be notified and your payment (if paid by direct debit) will be refunded.

IMPORTANT: By signing this application form, you declare that:

- **you are authorised to make this application on behalf of your business;**
- **all the information provided by you in this form is true and correct;**
- **you will notify the Queenstown Trails Trust if any details provided by you in this form change;**
- **you agree to the attached licence terms and conditions in the event that your application is successful.**

| | |
|----------------|--|
| Signed: | |
| Name: | |
| Title: | |
| Date: | |

Official Partner Licence Agreement - Terms and Conditions

1. Licence Agreement

This agreement is between you and the Queenstown Trails Trust (the **licensor**). The licensor has the right to licence the use of the New Zealand Cycle Trail Official Partner logo (the **logo**) on behalf of its owner, the Ministry of Business, Innovation & Employment (**MBIE**).

2. Grant of Licence

2.1 In consideration of you paying the licence fee (as specified in the application form), the licensor grants you a non-exclusive non-transferable licence to use the logo in relation to the marketing or promotion of cycle trail related products and/or services.

2.2 This licence is effective from the date that the licensor notifies you that your application has been successful for the period of one calendar year.

3. Restrictions

3.1 You may only use the logo at your establishment and on your vehicles, equipment (e.g. bikes) and your website, brochures, posters, newsletters, business cards and letterhead.

3.2 You must comply with all guidelines issued by the licensor for use of the logo (which may be updated by the licensor at any time).

3.3 You must not:

- use the logo on saleable merchandise e.g. souvenirs; or
- allow anyone else to use the logo; or
- alter the logo in any way.

3.4 If MBIE amends or updates the logo, the licensor will notify you and provide you with the amended or updated logo and you will use that logo instead of the previous version.

4. Expiry or Termination

4.1 The licensor may terminate this licence immediately by giving you notice if you:

- no longer meet all the criteria for membership of the Official Partnership Programme; or
- breach any condition of this agreement; or
- do anything that damages (or may damage) the reputation of the New Zealand Cycle Trail or its brand or the licensor or MBIE.

4.2 In the event that this agreement is terminated for any reason, the licence fee will not be refunded.

4.3 On expiry or termination of this agreement, you must immediately cease all use of the logo (unless and until a new licence has been granted).

5. Miscellaneous

This agreement is governed by New Zealand law.