



Who are Crimestoppers?

Crimestoppers New Zealand (Crimestoppers) was formed in 2009. The catalyst for our formation was the theft of medals (including nine Victoria Crosses, two George Medals and one Albert medal) from the National Army Museum in Waiouru in 2007. Crimestoppers is an internationally recognised charity that supports better communities by addressing crime through a best practice anonymous reporting system. It uses the freephone number 0800 555 111 and website www.crimestoppers-nz.org as its base platform with all information filtered through a communication centre that we oversee.

Our anonymous and independent reporting process opens information doors and allows people to be good citizens no matter what their circumstances. Our integrity and standing in New Zealand are built on the absolute proposition that we will never allow our sources to be identified.

Although Crimestoppers works closely with the Police, Customs, Immigration and Corrections to ensure that those with genuine knowledge of criminal activity are independently given every possible opportunity to report what they know, we are totally independent and are not an enforcement agency.

Why are we seeking commercial partnerships?

Crimestoppers is funded by the MoU partners (Police, Customs, Immigration and Corrections), charitable public donations, commercial partnerships and returns from our integrity lines (used to report workplace safety issues). We wish to raise awareness of our service with new audiences such as millennials and for that to happen we require more income.

It is our intention endorse or partner with a small number of commercial organisations to form a trusted group that can use or be connected to our brand. We want therefore to explore green-field opportunities that can both enhance and add value to a small number of new brands, grow our funding base and raise community awareness.

What is the model we seek?

We are seeking a very small number of non-competing entities to sharing the entire Crimestoppers platform almost at the exclusive level. Crimestoppers is a large operation when the NZ based call centre is taken into account, but only has a small dedicated staffing level and in order to ensure we are able to service our commercial partners, we are seeking a small but niche partnership structure.

What can we offer?

You know your brand better than we ever will so it's important that you are aware of and select the areas of brand value or exposure that can form a part of any relationship with Crimestoppers. We also have to be considerate of our relationship with the authorities and can only progress a relationship if they are comfortable with the direction or values outlined in the final proposal. Partnership opportunities could include any or all of the following:

i. Brand endorsement

Your brand or product could be endorsed by Crimestoppers. What we mean is that our brand and your brand can co-exist in advertising environments that state or by association give an endorsement to a level both organisations are comfortable with. For example:

- Our brand existing alongside your product advertisements (campaigns, website, product launches, etc), or
- Statements such as Crimestoppers stands behind/with you, or
- Your company, the driving force (words as agreed) behind Crimestoppers, or
- Business cards or similar that contain complimentary brand association, or
- Endorsement (with sign off) around other items that relate to your products or services.

ii. Product event support

Where you have a sales drive or product launch then Crimestoppers will be (as agreed) a part of the seminar(s) or platform(s) used to roll out the product or raise your profile. This may be as simple as a link to your event on our website or, our brand presence at the event, or Crimestoppers providing a speaker at the event.

iii. Website and social media promotions

Crimestoppers wishes to champion its success and when that occurs will bring that information release to our website page that is headed with your banner. For example, the banner may include your brand and a URL link and be headed:

- the latest news and information brought to you by "your company"

Social media platforms, outside of our website, are not controlled by Crimestoppers but wherever possible, your brand would be included as part of regular updates on our site.

iv. Newsletter branding and input

Crimestoppers intends creating a quarterly update for New Zealand communities that will be posted on the website and across other social media platforms. Each publication will include prominent branding/advertising for your company and editorials as agreed.

v. Fundraising event

Many charities work alongside commercial partners to run fund raisers on a regular basis. Crimestoppers has never attempted this in the past but is interested in exploring the

possibilities and partnership potential. This could be a physical event (dinner or similar), an online auction; a phone appeal scenario or something else with your company to the fore?

vi. Links and connections

We have a dedicated area for our partners on our new Crimestoppers website and offer a prominent logo placement plus an introduction to your products and services. We also offer use of the Crimestoppers logo with your brand on various publications (with sign off). We would also offer a link to your website direct from our website and vice-versa.

vii. New thinking

There are always opportunities that come out of left field or may not be known at the time of negotiations. We like to be a party to new thinking and once a partner, would invite all new ideas and thinking to be a regular focus of our partnership meetings.

Where to from here?

Brand value is a two-way street and we recognise that. We have two aims in the partnership space. For Crimestoppers to provide a best practice anonymous Crimeline for the New Zealand public and to add new brand value to your company's products and services.

We believe that Crimestoppers is an iconic and respected New Zealand brand that your company and your people will be proud to be associated with and more vitally, this is a chance to apply some alternate thinking and expand your product integrity and audience. Importantly, at some point, our values and your values must connect but not compromise what both our organisations stand for.

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