



May 2018

Sponsorship and 3rd Party Funding on HEIHEI

Principles for sponsorship and third party funding for the publicly funded children's media platform HEIHEI.

Child centred: The platform will champion the right of children to be creators and citizens, not consumers, as further set out in the [Charter of Principles](#) for the platform.

Advertising free: The platform will be advertising-free. Appropriate sponsorship of content or services on the platform may be considered.

Primary Principles: Any sponsor message, product or service:

1. May be an element of a positive social marketing campaign or activity (eg related to environment, health, well-being, culture, play)
2. Will have exposure mainly through an 'in association'-style acknowledgement, age-appropriate prize packages, as part of a credit sequence, or similar
3. May attach to a specific platform service or block of content (eg providing captions for hearing-impaired)
4. Will conform to generally accepted social responsibility norms
5. Will not exhort children or their parents to buy a commercial product or service

Because the platform will be advertising free, the Advertising Standards Authority [Code for Advertising to Children](#) will not apply. However, content creators should be aware of these useful principles with respect to any sponsored elements of the content:

Principle 1 – Advertisements should be prepared with and observe a high standard of social responsibility.

Principle 2 – Advertisements should not by implication, omission, ambiguity or exaggerated claim mislead or deceive or be likely to mislead or deceive children, abuse their trust or exploit their lack of knowledge or without reason play on fear.

Approval of sponsored elements: Third-party contributions will be specifically approved by the project governance team (Melissa Clark-Reynolds, Jane Wrightson of NZ On Air, Cate Slater of TVNZ) to ensure the site has a high standard of social responsibility and adheres to the Primary Principles.

Content Co-Investment

General NZ On Air policy

NZ On Air's goal for its children's content investments is:

We will help grow great New Zealanders by providing enriching local content for children that encourages imagination and curiosity

NZ On Air's goal for its general content investments is for co-investment from the commissioning platform, along with other appropriate co-funding sources. This offsets the cost to the taxpayer.

Co-investment in content funded by NZ On Air may take one or more of the following forms:

- Cash and/or "in kind" contribution to the production budget from the commissioning platform
- Cash and/or "in kind" contribution to the production budget from a third party in exchange for usage rights for the content
- Cash and/or "in kind" contribution to the production budget from a third party in exchange for appropriate promotional benefits

Where a third party contribution is for promotional benefits, applications for funding must clearly state how the promotional benefits will be delivered in light of the sponsorship principles.