

Mountains to Sea Partner Programme



Welcome: your invitation to join the team.

The Mountains to Sea - Ngā Ara Tūhono is growing in reputation, attracting national and international visitors to the Ruapehu/Whanganui area and staying longer to explore even further.

There is increasing demand for services including transport, tours, accommodation, bike hire, dining, support services and activities, combined with the high level of customer service that cycle tourists expect.

Visitors are seeking out the absolute best local recommendations. Becoming an Official Partner of the Mountains to Sea – Ngā Ara Tūhono and the New Zealand Cycle Trail (NZCT), businesses will be recognised as a trusted service provider. The NZCT's Official Partner Programme has been created to enable local businesses to partner with cycle trails in their region, for mutual benefit

The Programme offers significant benefits to both parties and recognises the importance of effective partnerships to the sustainable success of the Trail. Become part of a network of businesses linked to the already successful cycle trail and increase your business as well as the overall economic benefit for our local communities.

The Mountains to Sea - Ngā Ara Tūhono manages the Official Partner Programme. All membership fees assist us to maintain, promote and develop the Mountains to Sea - Ngā Ara Tūhono.

Simply by meeting some cycle-friendly standards, you will be eligible to apply for Official Partner Status. More details in the application form.

Thank you for your interest in the programme and we look forward to welcoming you as an Official Partner.

Benefits of being an official partner of the Mountains to Sea - Ngā Ara Tūhono

Why become a Partner?

- Supports the future development and maintenance of the Mountains to Sea - Ngā Ara Tūhono
- Increased visibility of your business's 'Official Partner' status
- A profile on the New Zealand Cycle Trail website will give your business even more exposure to visitors planning a trip. The NZCT website attracts over 300,000 user sessions per year. This will ensure visitors can seek out and contact your business prior to their arrival to Ruapehu/Whanganui Districts
- Increased profile and alignment with the trail's status assure visitors you meet service requirements and are a trusted 'cyclist-friendly' partner.

Official Partner status includes the following:

- ✓ A licence to use the New Zealand Cycleway Official logo AND Mountains to Sea - Ngā Ara Tūhono Partner logo
- ✓ Directory listing on the Mountains to Sea - Ngā Ara Tūhono Official [website](#)
- ✓ A [directory listing](#) on the NZ Cycle Trails website
- ✓ Official Partner logos for use with your business comms. Guidelines for usage will be supplied.
- ✓ Access to official Mountains to Sea - Ngā Ara Tūhono resources including maps and brochures.
- ✓ Access to Mountains to Sea - Ngā Ara Tūhono audience via profile inclusions on our marketing activities including website, EDM's, PR and social channels (Facebook, Instagram, You Tube)
- ✓ Preferential consideration for inclusion in media famils and promotional opportunities
- ✓ Receive regular updates on cycle trail activities/reporting and opportunities and invitations to Official Partner meetings.

All this for the annual investment of \$295 plus GST.

Note: You are unable to be a partner of NZCT without being an official partner of Mountains to Sea - Ngā Ara Tūhono for this trail.

Business name:	
Key contact person:	
Key Contact role/title	
Postal address:	
Town / City:	Post code:
Phone:	Mobile phone:
Email:	
Website	
Facebook page	
Instagram Handle	
You Tube Channel	
Short blurb (max. 60 words) about your business	
Photo or logo	Please attach with your application your official logo (jpeg or png) and up to 5 photos that tell the story of your business for use on the mountainstosea.nz website and associated publications
Business Type	
Accommodation capacity / Bike capacity (where relevant)	

Does your business meet the criteria?

As an Official Partner, your business must meet certain cycle-friendly standards. The following criteria are the minimum you must meet. By ticking the relevant boxes, you declare that your business meets the corresponding criteria:

- Hold all the appropriate DOC Concessions (where relevant)
- Sign up to and commit to the [Tourism Sustainability Commitment](#)
- Meet all the relevant cycle friendly standards for your service/business (below)
- Ensure a commitment to supporting the requirements for the Mountains to Sea - Ngā Ara Tūhono to continue to uphold its status as a Great Ride – including the promotion of survey completions, feedback and rider support

The following additional criteria are the minimum you must meet for your corresponding business type. By ticking the relevant boxes, you declare that your business meets the corresponding criteria:

Compulsory for All Businesses

- The business sells or promotes products or services that relate to The New Zealand Cycle Trail.
- Complies with all laws and regulations relevant to their operation.
- Provides a quality experience and a high level of customer service for cyclists.

- Provides a warm welcome and prompt friendly service to all visitors arriving by bike.
- Staff can provide first-hand knowledge of Mountains to Sea - Ngā Ara Tūhono and explain how to get more information.
- Information and maps of the Mountains to Sea - Ngā Ara Tūhono are available to cyclists. (these are provided to your business by Mountains to Sea - Ngā Ara Tūhono)

Specific to Cycle-Friendly Accommodation

- Allow cyclists to stay only one night and no surcharges charged for single-night stays.
- Secure undercover storage for bikes. Facilities for cleaning/washing bikes.
- Facilities for washing and drying clothes.
- Basic bike repair tools (e.g. pump, etc) available, plus contact details of nearest bike repair service.
- Staff can organise hire bikes if requested.

Specific to Cycle-Friendly Transport

- Bikes transported in a safe and secure manner without damage.
- Provides a reliable and punctual service.
- Provides a 'rider intentions' service for the safety of cyclists riding in remote areas.

Specific to Cycle-Friendly Attraction or Café

- Bike racks (or options for securing bikes to stands, or similar).
- Free drinkable water.
- Cafes only: provision of food and drink suitable for hungry/thirsty cyclists.

Next steps

1. Please check that you have completed all sections of this application form and retain a copy for your records before sending to Mountains to Sea - Ngā Ara Tūhono. These terms and conditions will form the legally binding agreement between us in the event that your application is successful.
2. Once Mountains to Sea - Ngā Ara Tūhono has received your completed application, we will notify you whether or not your application has been successful. Please note that it is at the trail organisations discretion whether to grant you a licence or not.
3. 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 the Official Partner window stickers for the Mountains to Sea - Ngā Ara Tūhono.

4. Following acceptance of your application, an invoice will be sent for payment. Final confirmation will be confirmed on payment of invoice. Invoice will be generated by Visit Ruapehu on behalf of Mountains to Sea - Ngā Ara Tūhono. All monies held in respect of the programme are held separately and are specifically for the programme as outlined.
5. Please note: this licence is for a 12-month period, which will automatically renew after 12 months. A renewal invoice will be sent on the 1st July each year.
6. If your application has not been successful, you will be notified.

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 Mountains to Sea - Ngā Ara Tūhono Manager 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	
Date	

Official Partner Licence Agreement – Terms and Conditions

1. Licence Agreement

This agreement is between you and Mountains to Sea - Ngā Ara Tūhono (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 If your application is successful, 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 Partner 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 On expiry or termination of this agreement, you must immediately cease all use of the logo/logos (unless and until a new licence has been granted).

5. Miscellaneous

This agreement is governed by New Zealand law