

NCB Sponsorship Request Form

NCB is pleased to support programmes that support our mantra of “Building a better Jamaica”. Please note the protocol below and refer to our sponsorship policy for further details before completing and submitting the sponsorship request form.

The application form is to be accompanied by the following:

- Completed Supplier Form
- Copy of requestor’s ID
- Names and contact for 2 references

Application Submission information:

The application will be reviewed and you will be contacted within 30 days of submission advising the status of the proposal.

Group Marketing and Communications Unit
National Commercial Bank Jamaica Limited
‘The Atrium’
32, Trafalgar Road,
Kingston 10
Email: ncbmarketingadmin@jncb.com

The **timelines required for sponsorship** requests are as follows:

- Sponsorship (**activities above \$500,000**) - 12 Weeks
- Sponsorship (**activities \$500,000 and under**) - 10 weeks

NCB reserves the right to decline any requests not submitted in this time frame.

The most **suitable sponsorship opportunities** should:

- Align with the Group’s mission, goals, values and strategic objectives
- Portray a positive image that can be aligned to the NCB Group
- Have financial or non-financial sponsors whose image and involvement positively align with NCB
- Allow NCB unrestricted ability to leverage sponsorship
- Have benefits to NCB clearly outlined and/or monetized
- Have a clearly defined target audience
- Provide NCB with business building components (e.g. business development or database access)
- Generate measurable media coverage
- Offer great visibility for the NCB Group beyond the display of the logo
- Provide an opportunity for organizing an assortment for clients and employees at the event
- Please note, meeting the abovementioned criteria does not guarantee sponsorship.

The following **categories of sponsorships**, whether or not they meet the aforementioned criteria, are **prohibited**:

- Political organizations, candidates, campaigns or politically driven activities
- Activities promoting sexually illicit content
- Illegal activities
- Activities driven by particularly divisive social issues
- Events or happenings that involve cruelty or mistreatment of animals
- Unregistered or tax non-compliant entities
- Any group that discriminates based on race, age, gender, religion, sexual orientation or national origin
- Individuals, other than through the NCB Foundation
- Non-NCB staff events
- Pageants of any kind
- Activities, events or individuals whose principals are defendants in a criminal trial, accused of criminal or social misconduct or central in any other public scrutiny we believe exposes our brand to reputational risk

Please refer to the [NCB Sponsorship & Donation Protocol](#) for further information and then complete this form. Only fully completed forms will be assessed. Only fully completed forms will be assessed.

Request Submission date: _____

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A. Requestor Details

Describe the requestor: Individual Company/Organization

Name of Entity / Requestor: _____

Address of Entity: _____

TRN: _____

Email Address: _____

Entity Website: _____

Contact Person: _____

Position held at Entity: _____

Mailing Address: _____

Telephone Number(s): _____

Fax Number: _____

B. Sponsorship Details

Name of Activity/Project: _____

Overview of Project:

What are the project objectives?

What is the project start date? _____

What is the project end date? _____

Has NCB sponsored this project / entity / individual before? Yes No

Does the entity or individual have an account with NCB? Yes No

Nature of sponsorship being requested: (cash, time, in-kind) _____

What is the amount being requested for this sponsorship? _____

Will your event/project exclude any individual or group? Yes No

If Yes – please state: _____

Is NCB being offered exclusivity with the sponsorship? Yes No

If no, how will the initiative be sustained?

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State plans to measure the outcome of this initiative. State when and how it will be evaluated:

How will the event/project be promoted?

C. Supporting Information

*What is the demographics of the target audience? Estimated number of attendees?
(Include any research that supports the analysis).*

Explain why National Commercial Bank Jamaica Limited should sponsor this event or activity? How can NCB benefit from this sponsorship?

List previous sponsors as well as sponsor who have committed to date:

Deadline for sponsorship decision:

Is there any other relevant information that NCB should be aware of?