



# Sponsorship & Donation **PROTOCOL**

# Sponsorship & Donation Protocol

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# Sponsorship & Donation Protocol

The National Commercial Bank Jamaica Limited (NCB) and its major Subsidiaries Sponsorship and Donation Protocol is designed to communicate clear, acceptable standards for determining how NCB and its subsidiaries commitments and activations are engaged.

## Purpose

NCB, its subsidiaries and Foundation (hereinafter referred to as "NCB") focuses on being the Caribbean's premier financial institution delivering superior products and services to meet the needs of customers while building the communities we serve. The Group Marketing and Communications Unit (GMCU) is charged with creatively promoting and positioning the organization, its people and its offerings through appropriate use of an integrated marketing approach of which sponsorships and donations form a part

This Protocol seeks to ensure compliance with NCB Brand Standards and protection of our brand image and by extension our key stakeholders and shareholders as it relates to sponsorships and donations.

The Sponsorship and Donation Protocol, for this purpose, governs:

- ▶ All brands owned by NCB Group of companies
- ▶ Negotiated properties
- ▶ For example, NCB Nation Builders Awards and NCB Capital Markets Ltd. Sporting Clays Tournament.
- ▶ All activities undertaken by the NCB Foundation.
- ▶ All other events and/or activities associated with NCB.

## Sponsorships

### SPONSORSHIP ASSESSMENT

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.

Sponsorship proposals are assessed using the following criteria.

- Brand Alignment
- Sales Opportunity
- Awareness/Visibility
- Sponsorship/Donation Amount
- Loyalty & Goodwill Opportunities

### PROHIBITED SPONSORSHIPS

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

### SPONSORSHIP REQUIREMENTS:

All proposals should be detailed and must contain the following information:

- ▶ Contact information
- ▶ Event/sponsorship location
- ▶ Purpose of event
- ▶ Target audience profiles
- ▶ Timelines
- ▶ Media Plan
- ▶ Budget
- ▶ Success measurement and evaluation methods

# Sponsorship & Donation Protocol

## SPONSORSHIP REQUEST PROCESS

- ▶ GMCU receives sponsorship for consideration within specified timelines:
  - 12 weeks before event date for projects over \$500K
  - 10 weeks before event date for projects under \$500K
- ▶ GMCU requests completion of our standard sponsorship request form and submission of relevant financial documents
- ▶ GMCU evaluates the sponsorship against the criteria and makes a decision. If this request for sponsorship was submitted internally, we discuss with the relevant business lines the recommendation and the rationale before communicating to the requesting party.
- ▶ Approved sponsorships will be executed in line with the standard GMCU project framework which starts with the creation of a project plan to govern the activation around the sponsorship.

## Donations

### DONATION ASSESSMENT

NCB considers supports and donation that reside outside of the Foundation's remit and will consider/evaluate:

- ▶ Provide or harness opportunities for meaningful change/improvement in the Jamaican society by focusing on specific areas agreed to by the Bank, including but not limited to education, health and youth leadership.
- ▶ Enhance the NCB brand by generating and strengthening the goodwill created from the Foundation's philanthropic activities.
- ▶ Encourage and facilitate volunteerism amongst NCB employees

The criteria used to assess requests received by Bank is outlined below.

- Brand Alignment
- Sales Opportunity
- Awareness/Visibility
- Sponsorship/Donation Amount
- Loyalty & Goodwill Opportunities

## Donation Request Process

### PROHIBITED DONATIONS

In addition to the prohibited sponsorship categories, the Foundation's charitable contributions cannot be used for:

- ▶ General operating costs
- ▶ Festivals & parades
- ▶ Religious Institutions i.e. construction/upgrading of buildings
- ▶ Sponsorship of fundraising events – only established registered charities
- ▶ Political causes, organizations or candidates
- ▶ Trips and travel/excursions
- ▶ Veteran or fraternal organizations
- ▶ Endowment funds
- ▶ Personal aid exceeding \$50,000 annually to an individual, except scholarship disbursement
- ▶ Pursuit of education opportunities overseas
- ▶ Feasibility studies
- ▶ Sponsorship activities requiring payment in Non Jamaican Dollars

## Other considerations

### NCB STAFF

Properties aligned with employees of NCB, and its subsidiaries and affiliates, and board of directors are eligible for funding consideration under the following conditions:

- ▶ The property presented meets the criteria for sponsorship or donation assessment outlined in the NCB Sponsorship and Donation Protocol.
- ▶ There are justifiable business reasons and tangible benefits are returned to the Bank.
- ▶ Where a staff member or director is a participant on a board or committee of an organization seeking funding, full declarations must be made in the original proposal. This will avoid conflict of interests and speculation that the Bank gives favorable consideration to organizations where staff members are a participant.
- ▶ No employee may seek or receive a personal benefit or be perceived to receive a personal benefit from a sponsorship or donation. Any contribution must be received by the Bank, not directly to an individual, and must be seen to benefit the Bank, not an individual. This benefit cannot be remitted in cash.

### APPROVED FUNDING

All approvals for NCB sponsorship or donation must be made by the relevant Manager in the Group Marketing and Communications Unit or their designate. Approvals made by NCB staff and directors outside of the established channels will be deemed invalid.

Any use of the NCB name and logo must be explicitly approved in writing by the Bank. Approval for funding does not imply permission for proprietors to unilaterally determine the use of the NCB owned trademarks.

## Sponsorship & Donation Protocol

Approved funding arrangements are not automatically renewed from one year to the next (unless otherwise stated in the signed agreement), and all new applications are evaluated on their own merit and NCB's measure of the success of past stagings, where applicable.

All entities seeking sponsorship must be willing to enter into a legally binding sponsorship agreement with NCB prior to proceeding with any sponsorship activity.

### TERMINATION

NCB will be entitled to unilaterally terminate a sponsorship or donation agreement where any aspect of the property, the promotion of the property, or any individual associated with the property will, in the opinion of NCB, damage NCB's reputation or bring NCB's brand into disrepute.

In the event that an approved activity is cancelled NCB will be entitled to a full refund of the payments made to the date of cancellation and to cease making further payments due after the date of cancellation.

### TIMELINES:

A minimum of 12 weeks lead time is required prior to the event for submission of proposals.

A response will be provided within 6 weeks prior to the event after the proposal has undergone the assessment process.

**The following table applies to the timelines for requests to be considered by NCB:**

Task	Timeline
Sponsorship (activities above \$500,000)	12 Weeks
Sponsorship (activities \$500,000 and under)	10 weeks
Branch Activity (requests submitted by Branches)	3 weeks

### Definition of Terms

#### ACTIVATION

The marketing activities a company conducts to leverage its sponsorship. The money spent on activation is over and above the rights fee paid to the sponsored property. (Partnership Group, 2011)

#### CATEGORY EXCLUSIVITY

The right of a sponsor to be the only company within its product or service category associated with the sponsored property. (Partnership Group, 2011)

#### DONATIONS

Monetary contributions to aligned individuals, groups, entities or causes with no expectation of direct commercial gain, but rather the anticipated generation of goodwill, loyalty and/or brand equity.

#### GRANTS

Grants are most often a once only financial payment (assistance) provided in order to assist in the development of a project, purchase of an artwork, educational endeavors or similar. (Sponsorship Unit, 2002)

#### PROPERTY

An entity, event or other channel/vehicle that a brand can utilize to help achieve its equity and business objectives, by providing an opportunity for the brand to deepen its relationship with its target consumers. This opportunity exists due to the range of perceptions, experiences, benefits, behaviors and aspirations that the consumer associates with the property. From the brand's perspective, this "associative equity" represents potential that can be converted into value for the brand if effectively utilized. (Partnership Group, 2011)

#### PROPOSAL

The presentation that outlines the property, the objectives of the sponsor and itemized list of benefits the sponsor will receive to achieve these goals in exchange for a specified investment in cash or in-kind. (Partnership Group, 2011)

#### SPONSORSHIPS

The provision of cash, products or services to an individual, group or entity in exchange for access to potential exploitable entitlements for commercial gain.