

## **GENERAL TERMS AND CONDITIONS FOR SPONSORSHIP APPLICATION**

### **1. Sponsorship**

Are cash or in-kind products and services offered by sponsors with the clear expectation that an obligation is created, falling under marketing. The recipient is obliged to return something of value to the sponsor

### **2. Recipients of sponsorships should be:**

- Businesses
- Non-profit groups
- Individuals that promote mutually beneficial relationships for the bank

### **3. CRDB Bank sponsorship programs' objectives are to achieve the following:**

- Clear, positive, sustainable community benefit
- Commercial or reputational business benefit
- Enhanced community capacity
- Mutual respect
- Open dialogue and participation
- Measurable, positive outcomes
- Long-term commitment

### **4. CRDB Bank will not support programs for:**

- Projects which denigrate, exclude or offend minority community groups
- Projects that create environmental hazards
- Programs that uphold principles of respect that are any less than those we apply to our own people
- Programs that involve the taking of unnecessary risks, and/or which may put public safety at risks
- Offer benefits which may violate other existing company or government policies and regulations
- Duplicate or mimic the identity or programs of the Bank or any of its divisions

### **5. Submission of sponsorships**

If you are confident that your request is consistent with Sponsorship guideline and strategies as outlined above, please submit:

- A written proposal. Applications will only be considered when submitted on the official form (in writing) via portal or advised mediums, including attachments such as cover letter, detailed proposal and requestor's contacts
- Applications will be collected and reviewed during monthly meetings
- All applications need to be received at least four weeks before the actual event to allow time to effectively and efficiently plan and prepare for the event
- Every application will be acknowledged, both successful and unsuccessful applicants will be notified no later than two weeks after the review through letter, email or calls depending on the source of receipt
- If the sponsorship request is successful. Successful applicants will be expected to sign a formal letter of agreement or sign a contract with CRDB Bank. The agreement or contract will clearly detail the needs and expectations of both parties, the time frame set for the agreement, and an agreed measurement and reporting process for evaluating and reporting the outcomes of the sponsorship or partnership
- For sponsorships that require fund transfer, the bank details **MUST** be stipulated in the letter

NB: The name on the requesters' application (either company, association or individual) and bank details should match

### **6. Recommended Hierarchy of Sponsorship Levels (highest to lowest)**

Below are typical sponsorship levels that event organisation companies would propose to the organisation:

- Platinum Sponsor – Tittle and Primary Sponsor with Exclusivity rights
- Gold Sponsor – Primary sponsor, Official Financial Services Partner, Segment Sponsor
- Silver Sponsor – Secondary Co- Sponsor
- Bronze sponsor – In kind

NOTE: The Terms & Conditions will be reviewed and updated from time to time.