

# CORPORATE SPONSORSHIP POLICY

## 1.0 OVERVIEW

National Commercial Bank Jamaica Limited (hereinafter referred to as 'NCB') and its subsidiaries – NCB Capital Markets Limited, NCB Insurance Agency and Fund Managers—support and partner with more than fifty organisations annually through its marketing sponsorship endeavours. By investing in these partnerships and initiatives, the brand looks to fulfill its purpose of empowering people, unlocking dreams and building communities everywhere it operates.

### This policy encompasses:

**1.1** This policy outlines the guidelines and rules covering all marketing sponsorships supported by NCB and its subsidiaries.

**1.2** This policy also defines the process by which marketing sponsorship applications are evaluated, assessed and activated by NCB

### The objectives of this policy include:

**1.3** Ensuring that the organisation considers sponsorships which align with its business objectives;

**1.4** Enabling the company to select sponsorships which are aligned with its purpose, and supports the brand values;

**1.5** Promoting the brand in a strong, positive and sustainable way;

**1.6** Maximising the use and activation of negotiated entitlements to fulfill the business' brand and commercial objectives;

**1.7** Leveraging the sponsorships selected to demonstrate good citizenship

### Definition of terms:

**1.8 Activation** - sponsorship activation typically refers to a ration of the additional investment to the cost of the rights fees for the sponsorship/sponsored property. Simply put, sponsorship rights = what we buy v. sponsorship activation = what we do with what we have bought

**1.9 Category Exclusivity** – the right of a sponsor to be the only company within its product/service category associated with the sponsored initiative, property or asset.

**1.10 Donation**—a philanthropic contribution or gift, usually to a charity or public institution for which no direct benefit is sought. A donation may take various forms including cash, services or goods.

**1.11 Sponsorship** – the purchase of tangible potential rights and benefits associated with an organisation and/or event with the intention to achieve increased brand awareness, the communication of key brand messages and increased customer acquisition opportunities, through cash or kind

**1.12 Sponsorship Property/Asset** – a negotiated entity, ambassador, event or other vehicle or channel which can be utilised by the brand to help achieve its equity and business objectives, by providing an opportunity for the brand to deepen its relationship with target audiences.

## **2.0 ASSESSMENT OF SPONSORSHIPS**

Each sponsorship request is assessed individually, based on the guidelines outlined in this policy, as well as the merits of the opportunity. NCB considers sponsorships which:

### **2.1 are aligned with our business objectives**

- Accelerate growth
- Inspired people and culture
- Delighted customers
- Digital to the core

### **2.2 support our core brand values and purpose**

#### **Brand values:**

- Customer obsession
- Owner's mindset
- Respect
- Innovation
- Teamwork
- Boldness
- Trustworthiness

#### **Purpose:**

- Empowering people. Unlocking Dreams. Building Communities

### **2.3 Promote our brand in a strong, positive way**

### **2.4 Promote Digital Literacy and Financial Empowerment**

## **3.0 APPLYING FOR SPONSORSHIPS**

To streamline and ensure continuity and sustainability of the sponsorship application process, all sponsorship requests are to be submitted online at [jncb.com/sponsorship](http://jncb.com/sponsorship). Staff members who receive sponsorship requests via email or physical submissions should advise the applicants of the process to apply for sponsorship (as outlined in this policy), or may submit the application on their behalf.

Applicants are encouraged to carefully review the sponsorship policy, and complete the form providing the following information:

3.1 Details of the initiative/event/organisation, including contact information, key liaison, history/context and other relevant details.

3.2 Alignment with NCB's purpose – Empowering People. Unlocking Dreams. Building Communities

3.3 Alignment with NCB's strategic pillars

3.3.1 Accelerate Growth

3.3.2 Delighted Customers

3.3.3 Inspired People and Culture

3.3.4 Digital to the Core

3.4 Alignment with the Marketing Objectives of NCB and its subsidiaries

3.5 Cost

3.6 Relationship/Partnership with NCB and its subsidiaries

*Please note that NCB seeks to support long-standing partners and customers in their endeavours to the extent there is mutual alignment with respective strategies, likelihood of execution effectiveness and benefits realisation.*

## **4.0 TIMING**

While NCB may on occasion consider ad hoc partnerships and sponsorships which align with its sponsorship criteria, the company requires a minimum of six (6) weeks to assess, get requisite approvals and develop the relevant activation plans to maximise the leveraging of sponsorship entitlements. It is therefore recommended that applicants complete the sponsorship application online within this timeframe, in order to allow effective processing of their proposal.

4.1 NCB commits to acknowledging receipt of sponsorship requests within five (5) business days.

4.2 NCB commits to communicating a final decision on sponsorship within six (6) weeks of receipt

## **4.3 SUBMISSION TIMELINES**

4.3.1 For sponsorships/donation requests up to JMD\$499,999 please submit fully completed application for processing at least 6 weeks in advance of the event/activity or due date.

4.3.2 For sponsorships/donation requests exceeding JMD\$500,000, please submit fully completed application for processing at least 12 weeks in advance of the event/activity or due date.

## **5.0 EXCLUSIONS**

NCB does not usually consider sponsorships and donations for:

- 1 Political parties or politically-driven initiatives, unless otherwise directed by the Board of Directors
- 2 Programmes detrimental to public health or safety, are discriminating or offensive to the community
- 3 Programmes directly aligned to abuse of alcohol, smoking or substance abuse, or those which are directly related to gambling or involve sexually-explicit content
- 4 Programmes aligned to religious or sectarian groups
- 5 Unregistered entities or organisations
- 6 Programmes pertaining to individuals, or individual gain, which is a contravention of NCB's support for community and national development
- 7 Programmes involving the cruelty or mistreatment of humans or animals
- 8 Organisations driven by particularly divisive social issues
- 9 Activities associated with legal cases/proceedings
- 10 Beauty pageants, birthday parties, proms, etc.

## **6.0 APPROVALS AND REPORTING**

**6.1** All approvals for NCB sponsorships and donations are governed by established approval limits within the respective business units

**6.2** Approvals made by NCB staff members outside of the established channels will be deemed invalid. However, Division Heads can approve sponsorships of up to JMD\$250,000 which will be paid from their respective accounts. Sponsorships exceeding JMD\$250,000 must be referred to the Group Marketing and Communications Unit (GMCU) for review and approval.

**6.3** 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 an evaluation of outcomes from previous sponsorship activities.

**6.4** All entities seeking sponsorship must be willing to enter into a legally binding sponsorship agreement with NCB prior to proceeding with any sponsorship activity and submit a post-evaluation report within 30 days after completion of sponsored programme or activity.

**6.5** GMCU will establish and put in place appropriate performance measures and reporting systems to monitor performance against metrics and compliance with the relevant policies, procedures and controls.

**6.6** A record of all donations and sponsorships, that is, copies of all such agreements, documentation demonstrating the performance obligations under those agreements, and any approvals secured under this policy, must be maintained by GMCU.

## **7.0 TERMINATION**

**7.1** 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.

**7.2** 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.

## **8.0 CONTRACTS AND AGREEMENTS**

**8.1** For sponsorships valued at less than JMD\$1.5M, a standard sponsorship agreement in the form of a letter is to be used. The letter covers the following:

**8.1.1** Confirmation of sponsorship agreement

**8.1.2** NCB's commitments

**8.1.3** NCB's entitlements

**8.1.4** Payment terms and schedule

**8.1.5** General terms and conditions

**8.2** For sponsorships valued at more than JMD\$1.5M, depending on the project, additional provisions may need to be included. Therefore, for those sponsorships, the draft of the agreement (a combination of the standard sponsorship agreement and the background to the project) is to be submitted to the Bank's Legal department for sign off before it is finalised and approved.

## **9.0 MEDIA SPONSORSHIPS**

**9.1** The company will undertake media sponsorships in traditional and online media that will ensure maximum exposure for the corporate and product brands of NCB.

**9.2** The relevant officers will use these media spots to place maintenance advertising for the business lines they support/manage, by agreeing to a schedule that is managed by the Group Marketing and Communications Unit.

**9.3** The Head of Group Marketing, or his/her assigned designate will maintain a schedule with all details of the specific media sponsorship such as placement

frequency, duration of contract and entitlements. As part of the planning cycle, assigned GMCU officers will agree on the schedule for the exposure of the corporate and product brands which they manage.

**9.4** Changes to the schedule of corporate and product brands for media sponsorships will be accommodated by the assigned officer communicating the request to the Head of Group Marketing, or their designate at least two weeks before the start of the next month's schedule of placements. The approved change will be updated in the schedule and communicated to all relevant officers in the unit.

**9.5** Evaluation of annual media sponsorships, such as time signals, will be done every six (6) months and for others, evaluation will be done at the end of the season. The evaluation will be done against the objectives set for the media sponsorships.