



Cayman National Sponsorship Guidelines

The Cayman National sponsorship program aims to build a positive reputation within the community and to drive our commercial brand objectives. Our program seeks to achieve a balance through supporting community activities and initiatives, including sponsorship of major events, sporting activities, charity organisations and the arts.

If you are considering approaching Cayman National for sponsorship, we encourage you to evaluate your proposal against the guidelines and key criteria listed below. Whilst Cayman National recognises all requests have individual merit the volume of proposals we receive per year does not allow us to assist everyone. Priority is given to commercial sponsorship and community sponsorship proposals that best meet the criteria and objectives laid out in the notes below.

Preferably, a minimum of a 6 -week lead-time is required prior to the initiative or event's commencement date of the potential sponsorship. This will provide adequate lead-time for Cayman National to fully support the relationship and provide sufficient time for both parties to plan and execute any promotional strategies.

Types of Initiatives and Events We Look For

- Creative proposals that provide significant value to Cayman National in driving brand awareness and promoting Cayman National as the bank of choice;
 - Community activities, initiatives or events that target potential customers who may have an interest in Cayman National products and services. High consideration will be given to initiatives or events that have a high attendance by those who are likely to have an interest in, Cayman National products and services;
 - Initiatives or events that are themed around promoting personal or business finance, home or land ownership;
 - Initiatives or events that generate tourism, commercial, recreational and economic benefits to the Cayman Islands;
 - Initiatives or events that provide direct commercial relevance and contribution to increasing Cayman National customer numbers;
 - Initiatives or events that add value to Cayman Nationals' marketing and business activities;
 - Financial industry initiatives or events.
 - Charities /'not for profit' groups,
 - Programmes or events that support children, youth, education, sports, the elderly, health, and the less fortunate, or those that have a significant impact on the community, examples of such organizations or events are listed below:
1. **Elderly:** The Pines Retirement Home, International Day of the Older Person, Veterans Association.
 2. **Youth & Education:** National Children's Festival of Arts, Educational Camps/ Conventions/Field Trips, Junior Achievement, Duke of Edinburgh Awards, Cadet Corps, Ads in various school magazines and calendars.
 3. **Less Fortunate:** Special Olympics, NCVO related programmes, Lighthouse School, Sunrise Adult Training Centre.

4. **Sports:** Flowers Sea Swim, Cayman Islands Marathon, World Games, local sporting activities with specific emphasis on the development of children and youth in the area of sports.
5. **Health:** Cancer Society, Breast Cancer Awareness Week (Lion's Club of Tropical Gardens), Lion's Club White Cane Week, Heart Smart Week, Cayman Against Substance Abuse (CASA). Cayman Hospice Care, National Drug Council.
6. **Miscellaneous:** Red Cross, National Recovery Fund and other disaster relief efforts, National Trust of the Cayman Islands, National Gallery, Business and Professional Women's Club (BPW), Crime Stoppers, Humane Society, Donations in memory of deceased customers.
7. **Business Events:** Cayman Islands Bankers Association (CIBA) Conference, Chamber of Commerce Business Expo and other industry related conferences or conventions.

Restrictions

Cayman National will not advertise or give monetary support for:

- **Individual endeavors**
- **Political parties, campaigns or candidates**
- **Beauty Pageants**
- **Auto racing**
- **For profit or other fundraising events, which offers, little or no benefit to the Group or the Cayman Islands.**
- **Organizations engaged in revolutionary activities or propaganda**

How the Sponsorship Works

- Request in writing, with a Cayman National Donation Request Form at least six weeks before date of event detailing:
 - ✓ Description of event (including benefactors)
 - ✓ The amount being requested
 - ✓ Benefits to be achieved by Cayman National and/or the Cayman Islands
 - ✓ Name of payee for cheque; relevant name and contact details for contact and follow-up purposes.
- A written sponsorship agreement is exchanged which details the obligations of the sponsor entity and Cayman National;
- All benefits outlined in the sponsorship agreement to be delivered during the agreed period, including ensuring all signs, produced collateral and logos are accurately branded and predominantly displayed and sufficient time is provided for sign off on brand usage;
- Involvement in and sufficient lead time to organise/promote/leverage marketing opportunities available for Cayman National;
- Follow up and debrief of the success of the initiative or event within two weeks of the conclusion of the agreement.

Recognition/Publicity:

All donations and sponsorships up to \$2000 will be mentioned in the Newsflash. For all donations and sponsorships of \$2000 or more, a formal presentation of the funds by a member of senior management, accompanied by a press release and photograph will be prepared and submitted to the press, and included in the Newsflash.

Details of our sponsorships and donations will also feature on our website in the 'Press Room' and/or 'In the Community' section.

Operational Procedures:

All expenditures must be processed through the Accounting Department by requisitioning a cheque using the Payment Order Form with a clear description of the expense, the payee the general ledger account to be debited and the proper authorization.

Cheques are issued for payment in the name of the organization. In the case of donations and/or sponsorships, if necessary, cheques can be made to the supplier (e.g. t-shirt vendor) or to an event/meeting planner, but this is considered an exception.

Authorization:

Donations/sponsorships already included in the approved budget may be authorized by any member of the Corporate Communications team (within his/her authority). Requests, which are not included in the budget, will require the approval of the Senior Executive, Corporate Communications and/or the CEO or one of the Group Presidents.

Key criteria

Key criteria have been developed to assist you and Cayman National to evaluate all current and future sponsorship activities.

Brand Positioning

Sponsorship proposals must fit in with the Cayman National brand.

Cayman National offers; Full service banking with the highest customer service standards; Outstanding insurance options to protect your health, home and family; Innovative approaches to wealth management from experienced professionals.

Geographic Location Coverage

Cayman National is dedicated to supporting community initiatives in Grand Cayman, Cayman Brac and Little Cayman.

High consideration will be given to those proposals that cover more than one of the above islands.

Cayman National Business Benefits

Proposal must clearly identify what the potential benefits and exposure is for Cayman National. A full list of sponsorship benefits and the return on investment Cayman National will receive should be included. Proposals that only offer logo placement will not be considered as highly as proposals that offer a range of investment opportunities.

Opportunities can include, but are not limited, to the following benefits beyond Logo exposure:

- Media exposure (TV, radio, press, magazine, online, outdoor, etc);
- Signage and advertising;
- Marketing of Cayman National promotional messages and acknowledgment of our involvement in promotional materials and collateral;
- Cross promotional opportunities with other sponsor partners;
- On site opportunities for sales promotion;
- Tickets/hospitality or staff involvement;
- Merchandise/Licensing.

Leading Role

Our preference is to select proposals that promote Cayman National as the primary sponsor. If the initiative or event has multiple sponsors, please demonstrate creative ways that Cayman National can stand out from the other sponsors and still effectively reach our target audience. All proposals should indicate the details of other sponsors (proposed and confirmed) and any exclusivity arrangements.

Long term Relationships

Relationships work best for all parties if there is longevity. Cayman National is particularly interested in long-term relationships (up to three years) where a range of initiatives can be developed to maximise effectiveness of the sponsorship.

Employee Involvement

Cayman National enjoys a high level of staff engagement and culture. In our experience, where staff are encouraged to pro-actively participate, the results of the sponsorship can be significantly increased. Please indicate in your proposal if there are any opportunities to involve our staff.

Initiative and Event Promotion

The initiative or event should have a prominent standing within the community. Please demonstrate you have experience and support to effectively implement the initiative or event proposed. It is vital to clearly outline the strategies proposed to launch, publicise and promote the initiative or event.

Measuring Success

Sponsorships work well when all parties define success metrics. Please outline how you think your event will be measured as a success. This helps Cayman National evaluate whether or not to include your event in our annual sponsorship calendar. Some success metrics could include, but are not limited to:

- Attendance figures;
- Media coverage;
- Evidence of participation of the target audience;
- Recognition rates and responses to Cayman National promotional messages;
- Evidence of exposure and marketing of Cayman National promotional messages;
- Examples of placement for signs and produced collateral;
- Effectiveness in our working relationship.

Within a fortnight of the conclusion of the campaign/event, an evaluation and debrief of the success of the sponsorship will be required.