

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

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

It is preferred that all sponsorship requests are submitted at least eight weeks prior to the initiative or event.

SPONSORSHIP/DONATION GUIDELINES	
GUIDELINE	DETAILS
KEY AREAS OF INTEREST	Elderly, Youth, Education, Sports, Art & Culture, Health & Wellness and Environment
SPONSORSHIP DETAILS	<p>Request in writing, with a Cayman National Sponsorship/Donation Request Form at least eight weeks before the start date. In addition we welcome supporting documentation such as budgets, quotations, invoices and a detailed letter of request.</p> <p>The Cayman Islands Non-Profit Organisation Law requires non-profit organisations (NPO) that solicit contributions to be registered under that law. Effective 31st July 2018, NPO registry will be mandatory for all submitted requests unless the initiative is a one off event* in which case the NPO registration is not required. In accordance with the Non-Profit Organisation (NPO) Law we adopt the following definition for a non-profit organisation:</p> <p>For your information, the NPO law defines a NPO as "a company or body of persons, whether incorporated or unincorporated, or a trust-</p> <p>(a) Established or which identifies itself as established primarily for the promotion of charitable, philanthropic, religious, cultural, educational, social or fraternal objective, or other activities or programmes for the public benefit or a selection of the public within the Islands or elsewhere; and</p> <p>(b) Which solicits contributions from the public or a section of the public within the Islands or elsewhere.</p> <p>* Please note a one off event is characterised as one which is held only once at all; it is not once per year.</p> <p>Financial contributions to sponsorship/donation requests cannot be made payable to an individual unless in an extraordinary scenario which will be assessed in detail by the sponsorship review committee and may be subject to additional requirements.</p> <p>For sponsorship/donation requests of significant financial contribution e.g. CI \$10,000 and over, a budget is mandatory and should be signed off by two principals of the organisations one of which should be the treasurer.</p>
SPONSORSHIP COLLATERAL	All collateral in association with the sponsorship/donation e.g. photographs, press releases etc. become the property of Cayman National and we reserve the right to publicise and to use it in any campaigns, promotions, advertisements etc.
SPONSORSHIP BENEFITS	<p>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.</p> <p>Opportunities can include, but are not limited, to the following benefits:</p> <ul style="list-style-type: none"> • 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/Licencing .
SPONSORSHIP PREFERENCES	<p>All proposals should indicate the details of other sponsors (proposed and confirmed) and any exclusivity arrangements. Our preference is that in any sponsorship category there is only one financial institution. Cayman National prefers a range of initiatives that can be developed to maximise effectiveness of the sponsorship.</p> <p>Cayman National encourages staff volunteerism as in our experience where staff are encouraged to pro-actively participate, the results of the sponsorship can be significantly increased.</p>
MEASURING SUCCESS	<p>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 its corporate social responsibility.</p> <p>Some success metrics could include, but are not limited to:</p> <ul style="list-style-type: none"> • 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. <p>Within a fortnight of the conclusion of the campaign/event, it is preferred for an evaluation and debriefing document to be presented on the successes of the initiative.</p>
LIMITED LIABILITY	As a condition of any grant made, the NPO agrees to release, and to indemnify fully, Cayman National and each of its employees, directors, officers, or volunteers provided through Cayman National, and each of the their successors, and from any claims made upon them, in relation to any and all manner of actions, causes of action, claims, demands, and losses, which has been, may have been, or may be sustained as a consequence of the activities, initiatives, or events supported by Cayman National herein.
CANCELLATION AND POSTPONEMENT	The NPO is bound to notify Cayman National of any cancellation, postponement of any event or initiative which has been supported and received funding in full. Should the NPO decide to cancel the event and desire to utilise the funding for another endeavour, Cayman National must be notified immediately and presented with the necessary information and provide approval before the funds can be used.



Since its inception in 1974, Cayman National has demonstrated strong corporate social responsibility, as we focus on areas such as education, youth, sports, elderly, health, environment, the arts and culture. In addition to the support provided by Cayman National, many of our employees give their time and energy to support a number of charities and deserving causes.

To help us evaluate your sponsorship/donation request, please give us as much background information as possible. It is suggested that you include additional information in support of your application. **Please note that due to the large number of requests received weekly, it can take up to three weeks to process a sponsorship/donation request.**

SECTION 1: SPONSORSHIP/DONATION DETAILS

Please write in **BLOCK CAPITALS**.

Sponsorship/Event Title		
Start date for this activity or project	dd / mm / yyyy	Deadline for donation/ sponsorship response
		dd / mm / yyyy
Organisation		
Sponsorship/Donation Category Elderly <input type="checkbox"/> Youth <input type="checkbox"/> Education <input type="checkbox"/> Sports <input type="checkbox"/> Arts & Culture <input type="checkbox"/> Health & Wellness <input type="checkbox"/> Environmental <input type="checkbox"/> Other <input type="checkbox"/>		
Primary Contact Name		Primary Contact Phone (Direct Line)
Primary Contact Email		Primary Contact Cell
Secondary Contact Name		Secondary Contact Phone (Direct Line)
Secondary Contact Email		Secondary Contact Cell
Organisation Physical Address Number & Street		City/Town
State/Province/County	Postal Code	Country
Mailing Address (if different from above)		City/Town
State/Province/County	Postal Code	Country
Registered under the NPO Law Yes <input type="checkbox"/> No <input type="checkbox"/> Pending <input type="checkbox"/>	Registration Number (if applicable)	
Please attach/provide a copy of the certificate/licence if applicable.		
Section 80 Company Yes <input type="checkbox"/> No <input type="checkbox"/>	Section 80 Registration Number	

SECTION 2: Q&A

1. Has your organisation received any donations or sponsorship from Cayman National in the last three years? If so, when and how much?

2. Why is funding required?

3. What amount of funding are you requesting from Cayman National?



SECTION 2: Q&A (Continued)

4. What is the total budget required for your project? Kindly provide details of your budget for this project.

5. How do you plan to raise additional funds?

6. Has the NPO received funding or other commitments for this project as yet? If yes please specify the amount or in-kind contribution and the confirmed sponsors.

7. Do you require volunteers from our organisation? If so, how many and for what areas?

8. Do you propose to work with other organisations/entities on this particular project? If yes, please explain.

9. What are the sponsorship benefits?

SECTION 2: Q&A (Continued)

10. Do you require marketing collateral from Cayman National? If so please specify.

11. How will the progress of this project be measured and what will the success criteria be?

12. How is the project sustainable in the medium / long term, i.e. how will it be funded/managed in the future?

13. Please specify the payee and the preferred payment method:

Cheque Payable To

Direct Deposit to my Cayman National Account Account Type: KYD Chequing USD Chequing KYD Savings USD Savings

Wire Transfer Please provide complete wire instructions:

AGREEMENT

We declare that the information supplied above is true and correct, and agree to all terms and conditions required by Cayman National in respect of our request for sponsorship or donations.

Authorised Signature

Print Name

Signature

Please send your completed application (along with any supporting material) to our email or mailing address below:
Email: communityinvolvement@caymannational.com

Mailing address:
Bank Marketing Department
200 Elgin Avenue, Peter A. Tomkins Building
PO Box 1097
Grand Cayman, KY1-1102
CAYMAN ISLANDS

The bank reserves the right to approve or decline any application in its sole discretion.