

Sponsorship Criteria & Guidelines

Sponsorship principles/selection criteria

- We (Henderson Group) will only sponsor activities that are consistent with our objectives.
- Each sponsorship will include clearly stated objectives and measurable deliverables.
- Each sponsorship should aim to deliver a strong return on investment (ROI) for the Henderson Group, its stores and its brands by providing appropriate media, product placement and sponsorship leverage opportunities according to level of investment.
- We seek balance in our sponsorship portfolio, with a combination of commercial and community-focused sponsorships.
- Servicing of a sponsorship should not require a significant use of our resources.
- Where possible, sponsorships will deliver opportunities for employees to participate.
- All sponsorship applications – including community-based requests - will be assessed by the Henderson Group Corporate Communications Team.

Responsibilities of sponsored organisations

Successful applicants enter into a formal agreement or contract that details the mutually agreed sponsorship conditions. This agreement includes:

- benefits
- timelines
- reporting and evaluation requirements
- quantified audience exposure

Agreed benefits are to be delivered by successful applicants according to the terms of the contract or agreement.

The Henderson Group Corporate Comms team has final approval of any promotional or advertising item that refers to the Henderson Group, its brands and or stores, the sponsorship, or use of its image. Use of its image for projects, events or organisations that are not part of the sponsorship is not permitted unless approval is given. Examples include, but may not be restricted to, reference to Henderson Group or its brand in or its image on:

- advertising copy
- press releases
- editorial mentions
- displays/signage
- publications
- promotional information
- speech notes
- website content

Where appropriate, the Henderson Group seek the opportunity to use its media, mailing and other communication channels and networks by supplementing the sponsorship activity with relevant, select Henderson Group / Brand messages. If your application is successful, the Henderson Group will require prompt access to your project, event or sponsorship personnel.

What we will not sponsor

- Activities where the audience/participants are irrelevant to our target market
- Organisations with direct links to political or religious groups.
- Organisations with direct links to tobacco or alcohol, negative impacts on health or the environment, or associated with risk-taking activities.
- Events/projects with a large number of sponsors or conflicting sponsors – making it likely that Henderson Group and/or its brands and messages would be easily lost.
- Events/projects conducted outside Northern Ireland, or organisations proposing activity relating to the sponsorship outside Northern Ireland.
- Events/projects that are inconsistent with our image and key messages.
- Events/projects with existing or proposed sponsors that are inconsistent with our image and key messages.
- Projects, events or organisations undertaking high-risk activities or with poor occupational health and safety performance.
- Sponsorship that conflicts with, or is too similar to, an existing Henderson Group sponsorship.
- Retrospective sponsorship of any project, event or organisation
- Events, projects or organisations that expose the Henderson Group to reputation or financial risks.
- Events/ projects who conflict with our nominated charity partners
- Examples (whilst not exclusive) on what we will consider for sponsoring:
 - Projects/Events targeting parents/families/schools/community groups
 - Project/Events targeting local communities in which we have a store presence
 - Projects/Events where our brand is the prominent feature
 - Projects/Events targeting all of N.Ireland
 - Association with local suppliers etc

Conditions of funding

- Only applications complying with the requirements outlined in the how to apply for sponsorship section will be accepted. The application will become the sponsorship offer.
- During the review process we may negotiate the terms of the sponsorship with you to ensure the final agreement maximises our investment and outcomes.
- No application shall be accepted, or deemed to have been accepted, unless and until the applicant and Henderson Group have entered into a written sponsorship agreement. (No comment by any employee of Henderson Group or any other fact or circumstance affects this position).
- Our decision will be final regarding funding decisions under our sponsorship program.
- We will notify you in writing of the outcome of your application.
- We may, but shall be under no obligation to, give reasons for not accepting the application.
- Applicants are responsible for all costs incurred in submitting any application and any subsequent presentation, including the supply of additional supporting materials requested by us.
- All information submitted is treated as confidential. Personal information collected in accordance with an application will be used for the purpose of assessing the application and, if successful, the administration of the sponsorship.