



Policy and Guidelines for Corporate Sponsorship

AUDIENCE

This policy and guidelines apply to those promoters and event organizers who are seeking the sponsorship support of BTC for a concert, event, or other activity which is deemed to be primarily a “for profit” undertaking, or for which it is envisaged that BTC is to obtain direct and quantifiable marketing opportunity in return for its support for the activity.

This policy and guidelines do NOT apply to persons or entities seeking to undertake charitable or civic initiatives. Those persons are directed to Policy and Guidelines documentation of the “BTC Connect Program” to determine their eligibility and to make application should they qualify.

POLICY

The Bahamas Telecommunications Company Limited encourages sponsorship and partnership agreements that assist in increasing brand identity and offer new and interesting channels to create awareness of our product offering.

GUIDELINES

DEFINITION

The Bahamas Telecommunications Company Limited’s corporate sponsorship is an agreement by which BTC contractually provides financing or other support in order to establish an association between the company’s image, brands or products, and that of the event and event organizer(s). In return, the organizer of the event is granted the

right to promote this association and to provide certain agreed direct or indirect benefits to BTC. The primary focus is to ensure that the arrangement is beneficial to both BTC and the event organizer.

The sponsorship is not considered as a donation. It is a business arrangement where BTC can legitimately expect to benefit through marketing opportunities as a result of the sponsorship arrangement.

As a matter of current priority, but certainly not exclusively, BTC will support concerts and events which showcase Bahamian talent and cultural expression. In most cases sponsorships will be considered for amounts between \$500 and \$5,000.00.

Exceptions for sponsorships over these amounts will be considered. However, consideration on higher value promotions will be subject to the highest degree of scrutiny and will be reserved for promoters with considerable experience and satisfactory track records and/or for events which demonstrate the highest levels of planning, organization and financial and managerial capabilities by the organizers. In every instance, justification for the amounts requested must be articulated and defended clearly. Events and projects should have defined deliverables and end dates.

APPLICATION PROCEDURE

An application for Corporate Sponsorship must be completed in order to make a request for sponsorship (separate document). The application **MUST** be completed in its entirety. Incomplete applications will **NOT** be considered.

Applications will be reviewed the fourth Friday in each month by the sponsorship committee of The Bahamas Telecommunications Company Limited. Therefore, ALL requests for sponsorship should be submitted by the end of the third week in each month. Applications should also be submitted at least six weeks before the event. The decision will be provided to the applicant in writing during the first week of the following month. BTC will not consider corporate sponsorship requests that do not conform to these timelines and procedures.

Completed applications must be submitted via BTC website as follows:

Step 1: Go to **www.btcbahamas.com/btccconnection**

Step 2: Download the Corporate Sponsorship Application Form

Step 3: Fill out the application form

Step 4: Submit application form

Emails with any supporting documentation can be sent to:
btconnection@btcbahamas.com

Mail:

The Bahamas Telecommunications Company Limited
C/O BTC Corporate sponsorship request
Attention: Marlon Johnson/Vice President Marketing and Sales
P. O. Box N3048
Nassau Bahamas

MODE OF OPERATION

The Bahamas Telecommunications Company Limited, welcome partnerships with event organizers who are prepared to assist in building our brand. We reserve the right to refuse or suspend any sponsorship opportunity that is considered to be unsuitable or inappropriate.

CONDITIONS

All applicants will be required to meet the following conditions:

- Organizers will be required to sign a contractual agreement which will clearly outline all deliverables for BTC and the organizers.
- BTC reserves the right to request progress reports on any sponsored event. BTC reserves the right to proof and/or approve any materials that features the BTC name or logo, including and not limited to press releases, brochures, banners, signage, web pages, advertisements(print, radio, television or online) and merchandise.
- Organizers will be required to complete a detailed sponsorship follow-up report within fifteen (15) working days following the event. This will require the

organizer to demonstrate that all deliverables have been met. It will also provide evidence of brand placement, media coverage, receipts, photos of activities etc.

- If sponsorship is approved, organizers will receive a letter of approval and instructions for payment collection.
- Unless otherwise agreed by BTC and the organizers, awardees will receive seventy-five (75%) percent of the sponsorship funds one week prior to the event. The remaining balance of twenty-five percent (25%) will be made upon receipt and review of sponsorship follow-up report.