

CSS: CORPORATE SPONSORSHIP POLICY

specialists in electronic repairs, computer sales & maintenance,
networking, corporate branding & web development



est. 1994
COMPUTER SUPPORT SPECIALISTS

Corporate Sponsorship Policy

,for Computer Support Specialists (Pty) Ltd (CSS)

Category:
Company Policy's

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Related Policies:

Approved By:
CEO

Maintained By:
Managing Director

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- *Policy*

To ensure a strong base of ongoing financial support, CSS will enter into corporate sponsorship agreements with a variety of companies as prescribed by the attached procedures to the mutual benefit of CSS and the sponsoring corporation. A Sponsorship Committee consisting of the CSS Board of Directors will review all sponsorship agreements and recommend approval as appropriate.

1. Definition

A corporate sponsorship represents a contracted partnership between CSS and a corporation, designed to benefit both parties. The partnership is marketing-orientated and is not necessarily built around a specific program or service of our organization (i.e. ICT services or IT support), but could be termed Open House.

2. Sponsor Profile

Each potential corporate sponsor shall be considered on an individual basis within these guidelines.

Preference will be given to companies, whereby there is a special interest from any of the personnel or Management of CSS, or its client base.

3. Authority for Decision-Making within CSS

- a. The Sponsorship Committee consisting of the Director's of CSS shall be responsible for interpreting these guidelines when determining the eligibility of a potential corporate sponsor.
- b. The Sponsorship Committee shall determine the program or service around which a sponsorship will be created, and the details of that alliance.
- c. The Sponsorship Committee shall determine the financial value of a sponsorship, its length and terms of payment.
- d. The Sponsorship Committee shall involve other Committees of the organization on sponsorship issues as appropriate.
- e. Final approval to any sponsorship agreement rests with the CEO.

4. Contracts

- a. The terms and conditions of a corporate sponsorship relationship shall be embodied in a written agreement between the parties. No sponsorship relationship shall exist without a written contract.
- b. All contractual agreements with sponsors shall be written by CSS and executed on CSS's letterhead.
- c. The Sponsorship Committee, in consultation with CSS's legal counsel as required, will determine the terms of the contractual agreement.

5. Negotiations with Potential Sponsors - Step 1

The following information shall be obtained by staff and made available to the Sponsorship Committee in order to determine a potential sponsor's eligibility:

- a. nature and product(s)/service(s) of the company;
- b. information on the company's history and ownership;
- c. reason for the company's interest in our organization;
- d. the program/event conceived by the company, if applicable, around which they wish to create a sponsorship relationship;
- e. principals of the firm with whom CSS will work, including any outside advertising or communications agency;
- f. level of the company at which the sponsorship has already been approved (if applicable);
- g. sponsor's expectation of performance by CSS (and other levels of CSS, if applicable).

6. Negotiations with Potential Sponsor - Step 2

Should the Sponsorship Committee wish to proceed to this stage, the following will be determined:

- a. willingness of the sponsor to enter a multi-year agreement;
- b. willingness of the sponsor to consider a test market program for the first year of the association, and the parameters of the test market;
- c. first year financial commitment;
- d. details of the specific promotion on which the sponsorship would be based initially;
- e. responsibilities of CSS to the sponsorship;
- f. commitment, if required, from other levels of CSS;
- g. that approval for the sponsorship has been obtained from the President or CEO of the sponsor company.

A written proposal will be prepared by the Sponsorship Committee in consultation with the CEO, External Affairs, and approved by the potential sponsor.

7. **Support of Sponsors by CSS**

- a. Ongoing: encouragement and support of existing sponsorships shall be handled by the Sponsorship Committee which acknowledges that adequate senior staff time must be devoted to the maintenance of sponsorships, as well as the development of new ones.
- b. CSS supports a formal Recognition Program for Sponsors to acknowledge their contributions. Form and content of such recognition will be determined by the Sponsorship Committee, and elements of this recognition may be embodied in the contractual agreement.
- c. CSS shall use its best efforts to collect feedback and statistical data, where possible, on the effectiveness of sponsorship.
- d. CSS shall not enter into a sponsorship agreement with a direct competitor of an existing sponsorship.

8. **Termination of a Corporate Sponsorship**

CSS reserves the right to terminate an existing corporate sponsorship should any of the following occur:

- a. through changes in business practice, a sponsor becomes ineligible under any of the terms outlined in Clause 2 above;
- b. the sponsor uses CSS's name outside the parameters of the sponsorship association, as embodied in the agreement, and without prior consent;
- c. the sponsor develops a public image incompatible with CSS's values and mission.