

BOB Sponsorship Request Guidelines

Bank of The Bahamas is a proud supporter of worthy causes, established organizations, bona fide charities and numerous efforts that define and help grow our local communities throughout the nation. Because we receive many requests for sponsorship and donations across a wide variety of projects, we have developed a series of guidelines to assist in the selection process.

Sponsorship Committee:

Members of The BOB Sponsorship Review Committee are drawn from diverse units of the Bank and the Bank's marketing consultants. The Committee meets at least once a month or more often if needed.

Application process:

Except in the case of a national disaster, all non-emergency applications for sponsorship shall be submitted a minimum of 45 days in advance of any event or time-relevant request. Sponsorship requests may be submitted by letter with supporting material or on a Sponsorship Application Form which may be downloaded from the Bank of The Bahamas website, bankbahamas.com. Forms are also available at all Concierge or reception desks. Applications may also be submitted directly to branches in the Family Islands, New Providence or on Grand Bahama. Once reviewed by the branch in accordance with steps set out below, the request may be forwarded with recommendations and comments to the Sponsorship Review Committee which shall maintain and track all corporate giving records.

For each fiscal year, goals shall be established by Marketing & Sales in concert with the Sponsorship Review Committee.

Primary Goals for 2012-2013 Sponsorship:

- Education, with emphasis on reading, math, skills development & the Bahamian environment
- Law enforcement, crime prevention & security
- Youth Development (especially through Sports)

Supported Projects:

BOB may give positive consideration to sponsorship and in-kind donations for those projects that are:

- Proposed by a registered non-profit organization, NGO or other registered *bona fide* charity;
- Most likely to make a tangible impact on the organisation or the community it serves;
- Not politically affiliated with any party or promoting a cause that may be deemed controversial;
- Demonstrated to have a proven success record;
- Demonstrated to be budget-sound and well planned.

BOB is less likely to award corporate giving to the following:

- Print material such as programmes, pamphlets, ads, banners, etc.
- Political causes, events or organizations
- Individuals (unless deemed exceptionally significant)
- Requests for vague monetary donations (aside from organised sponsorships)
- Churches or other religious congregations
- Projects outside of The Bahamas coverage area
- Projects that do not complement BOB's core values
- Private, for profit individuals or businesses unless it can be demonstrated that said business or individual will use requested funds for non profit causes or events to benefit the community, and willingly provides receipts of all monies spent in such pursuits.

Sponsorship Agreement:

In every case, and without exception, where the Bank grants a request for sponsorship, the beneficiary agrees to permit Bank of The Bahamas the right to refer to the donation through a means considered appropriate including, but not limited to: press release, annual report, newsletter and Bank's website with accompanying photo.

Sponsorship Form:

Request for sponsorship forms are now available online and may also be collected at the Concierge at each branch. Forms include contact information, brief history or summary of organization, purpose of event or requested sponsorship, anticipated benefits to be derived and listing of other secured sponsors where applicable. If completion of form is considered a hardship, exceptions may be made, particularly in those cases where a Family Island branch may be able to assist.