

Belfast Harbour

Corporate Responsibility and
Sponsorship Guidelines 2010



Criteria for selecting a suitable cause-related event/project

There are four dimensions to Belfast Harbour's Corporate Responsibility [CR] Strategy: Education, Environment, Community and the Arts. Belfast Harbour's annual CR programme attempts to support initiatives and projects that reflect one or more of these dimensions.

BELFAST HARBOUR OBJECTIVES

- Assist in delivering or supporting Belfast Harbour's strategies
- Increasing awareness and building reputational space
- Developing relationships with existing customers or prospective customers
- Developing relationships with the wider Community throughout Northern Ireland
- Communication of key messages and/or facilitating change in community attitudes towards the organisation

NB: These can vary depending on the nature of the event/project.

Criteria for selection

As part of our business operations, Belfast Harbour sponsors organisations, activities and events that support our business and marketing plans.

Organisations that wish to submit a sponsorship request to Belfast Harbour should be aware that the organisation will prioritise activities or events that are directly aligned with our corporate responsibility and cause marketing programmes.

All proposals received will be assessed based on the following criteria:

- Alignment with our CR Programme
- Support Belfast Harbour's overall strategy to focus on our customers, our stakeholders, our people and our business
- Enhance or support Belfast Harbour's brand reputation
- Enable Belfast Harbour to reach new target audiences or stakeholders
- Establish an emotional connection with external stakeholders and the wider Community
- Contribute to building a sense of pride and of belonging with employees – helping to build the employer of choice concept
- Deliver benefits to Belfast and/or Northern Ireland
- Delivers value in relation to outcomes vs. costs
- Concepts must be innovative and original

All proposals submitted to Belfast Harbour must also:

- Outline roles and responsibilities for the management of the event
- Outline achievable benefits for Belfast Harbour
- Indicate how the opportunity will be evaluated and reviewed

Limitations/Exclusions

Cause-related events or projects which could involve the organisation in controversial issues or expose the organisation to adverse criticism must be avoided. The following events/projects are considered to be inappropriate as they can impact adversely on Belfast Harbour's reputational space:

- Programmes offered by political or religious organisations
- Programmes that denigrate, exclude or offend minority community groups
- Programmes that may present a hazard to the community
- Programmes that create environmental hazards
- Programmes that may be perceived to be controversial
- Programmes offered by advocacy, lobby or special interest groups whose mandate is to influence government policy
- Programmes which are not exclusive particularly if Belfast Harbour competitors are involved

Application Guidelines

Requests for sponsorships must be submitted in writing, either by post or e-mail, at least three months prior to the beginning of activities related to the event or project. In order to be considered, the initial request for sponsorship must include all required details and supporting material.

Applicants will be requested to include the following information:

- Name, details and credentials of organisation seeking support
- Summary of event or activity
- Description of the target audience
- Amount of funding required
- Description of marketing and promotional opportunities available to Belfast Harbour
- A detailed outline of project and/or activity plans
- Details of media plan
- Start and finish dates, with implementation timelines
- Location
- Details of other sponsors involved
- Strategies related to the launch, the advertising and the promotion of the sponsorship
- Benefits to Belfast Harbour

Assessment and Notification

Belfast Harbour will review all sponsorship requests. Following the review period, requesters will be notified three weeks following their submission as to whether their request has been accepted or declined.

Applicants are requested to note that Belfast Harbour's financial year starts 1st January and ends 31st December. Proposals should be submitted no later than October 31st to be properly considered for the coming year's corporate responsibility plans.

The complete proposal should be forwarded by e-mail to:

tom.oconnor@belfast-harbour.co.uk

Or posted to the following address:

T.P. O'Connor
Marketing & Communications Manager
Belfast Harbour
Corporation Square
Belfast BT1 3AL

Belfast Harbour

Belfast Harbour
Harbour Office
Corporation Square
Belfast BT1 3AL

Tel +44 (0) 28 9055 4422
Fax +44 (0) 28 9055 4411
email info@belfast-harbour.co.uk

www.belfast-harbour.co.uk

