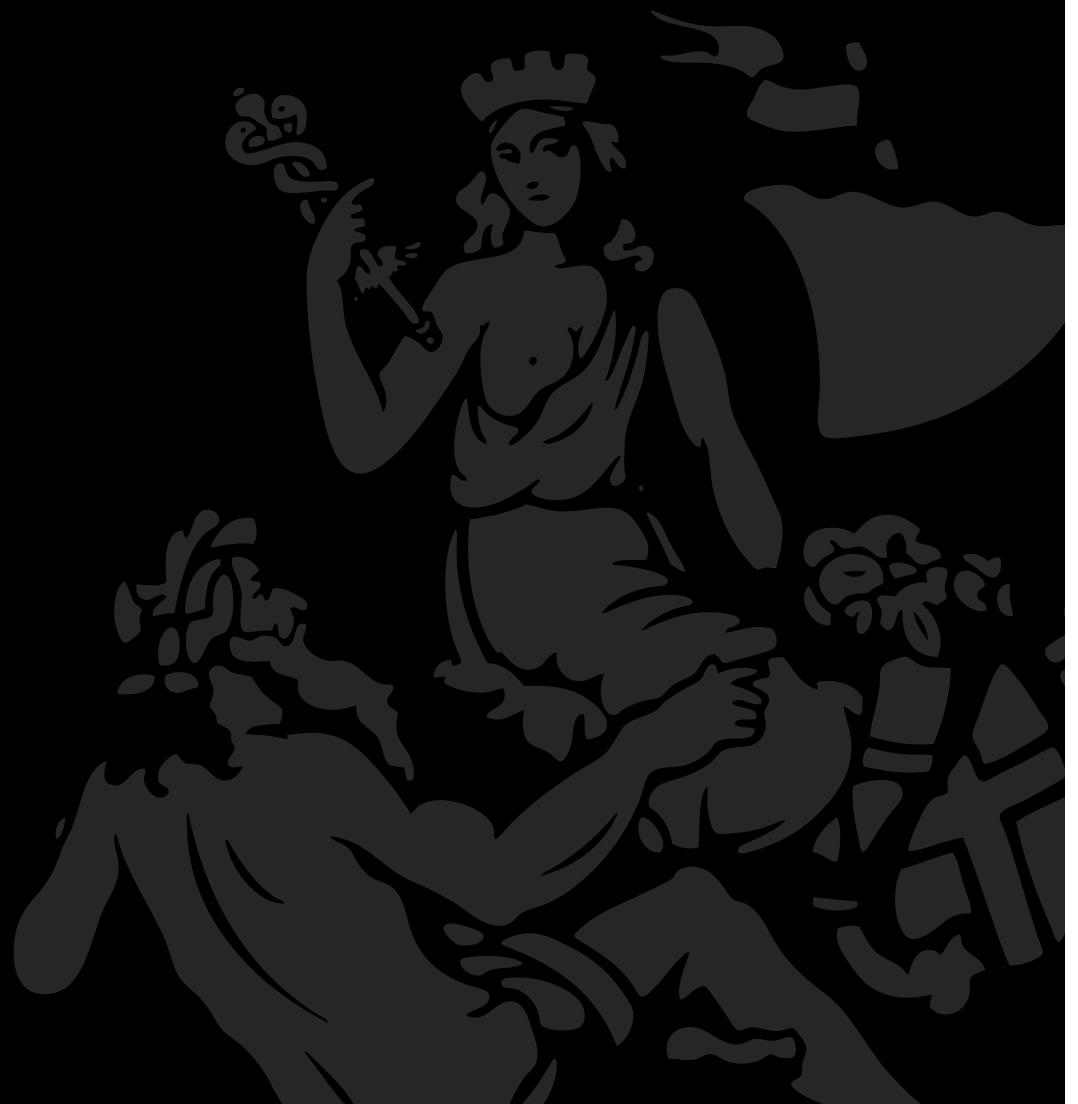


Belfast Harbour

Corporate Responsibility and
Sponsorship Guidelines



Principles for selecting a suitable CR project

There are four pillars supporting Belfast Harbour's Corporate Responsibility [CR] Strategy: Young People, Environment, Community and the Arts. Belfast Harbour's annually reviewed CR programme attempts to support initiatives and projects that reflect at least one of these pillars.

BELFAST HARBOUR OBJECTIVES

- Bring about societal change
- Support sustainable growth of communities
- Assist in delivering or supporting Belfast Harbour's strategies and compliment commercial activities where possible
- Developing relationships with the wider Community throughout Northern Ireland

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

Criteria for selection

Organisations that wish to submit a sponsorship request to Belfast Harbour should be aware that Belfast Harbour will only consider activities or events that are directly aligned with our CR Strategy as detailed above.

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

- Alignment with our CR Programme
- Bring about change for individuals and/or communities
- Enable Belfast Harbour to reach target audiences or stakeholders
- Deliver benefits to Belfast and/or Northern Ireland
- Enhance or support Belfast Harbour's reputation
- Delivers value in relation to outcomes vs. costs
- Concepts should be innovative and original
- The ability to evaluate the impact of the programme
- Contribute to building a sense of pride and of belonging with employees – helping to build the employer of choice concept

Notes for Information

Belfast Harbour does not support Capital Expenditure, organisations' set-up costs, and evaluations of projects i.e. business planning or undertaking feasibility/options studies or core operating costs.

Events or projects which could involve the organisation in controversial issues or expose the organisation to adverse criticism will be avoided. (This is determined by the CR Manager and the Belfast Harbour Executive Team).

The following types of events/projects are considered to be inappropriate:

- 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. 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 programme or activity
- Description of the target audience
- Amount of funding required and what this will be used for
- Description of marketing and promotional opportunities available to Belfast Harbour
- A detailed outline of project and/or activity plans
- Details of media plan (including social media)
- 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
- Positive impact of the sponsorship on Belfast Harbour

Applications should also include the last 2 years audited accounts and a list/biography of Board Members.

All proposals submitted to Belfast Harbour must also:

- Include aims and objectives of the programme under consideration
- Outline roles and responsibilities for the management of the event or programme
- Indicate how the opportunity will be evaluated and reviewed
- Outline achievable benefits for Belfast Harbour

Assessment and Notification

Belfast Harbour will review all sponsorship requests.

Applicants are requested to note that Belfast Harbour's financial year starts 1st January and ends 31st December. The CR programme is generally committed to from 1st January in each year.

Proposals should be submitted no later than 31st October to be properly considered for the coming year's corporate responsibility plans.

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

j.barkley@belfast-harbour.co.uk

Or posted to the following address:

Jenni Barkley
Communications and Corporate Responsibility Manager
Belfast Harbour
Corporation Square
Belfast BT1 3AL

Belfast Harbour

Belfast Harbour
Harbour Office
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