

Count on our team of experts
to give you progressive advice
that helps your business prosper.

Penticton 250.493.0600
West Kelowna 250.768.3400
Osoyoos 250.495.2688



Your partners in prosperity™

www.WhiteKennedy.com

SPONSORSHIP GUIDELINES

The Process - Submission Guidelines

Properties requesting White Kennedy's support should review the Sponsorship Evaluation Criteria below. If your request meets the evaluation criteria, please prepare a sponsorship proposal package for our review.

The proposal should outline in writing the following:

1. A backgrounder on your organization.
2. A description of the opportunity and what White Kennedy will receive in return.
3. An overview of how the opportunity achieves one or all of our stated sponsorship objectives.
4. A list of other funding partners that are involved (or have been involved in the past).
5. The proposed cost of sponsorship and payment schedule.
6. Contact information including the primary contact person, mailing address, phone number, email, and website address of the sponsorship property for reference during the review process.

Help us meet our Marketing Objectives

To help you entice us with unique opportunities, we want you to be familiar with the marketing objectives that we try to fulfill through our sponsorship commitments. These include:

1. **Brand / Product Awareness:** To generate awareness for the White Kennedy brand with our various customer segments while providing opportunities to showcase our product / service offering.
2. **Client Hospitality:** To provide our Partners with opportunities to use event hospitality to develop valued relationships with new and existing customers.
3. **Recruitment:** To generate awareness amongst potential candidates for specific employment opportunities at White Kennedy.
4. **Community Support:** To showcase our community and social responsibility by investing in the communities in which we work. Our intent is to be a visible contributor impacting economic and social goals.
5. **Corporate Culture:** To provide opportunities to recognize the outstanding contributions of our valued employees by giving them opportunities to experience sponsored events through employee incentives.

Sponsorship Evaluation Criteria

Each sponsorship proposal we receive is evaluated against criteria that determine how well it contributes to our stated marketing objectives. Here's what we look for when evaluating your sponsorship requests:

1. **Alignment to Sponsorship Objectives.** How well does the property fulfill our stated sponsorship objectives?
2. **Practical application.** Does the sponsorship have a practical application, enabling White Kennedy to position our products and services to our customers?
3. **Target Market.** Is the audience provided by the sponsorship in keeping with White Kennedy market objectives? Our primary industry focus is mid sized business owners and professionals from West Kelowna to Osoyoos.
4. **Exclusivity.** Does the sponsorship offer category exclusivity to White Kennedy?
5. **Degree of Sponsor Clutter.** How many other sponsors are involved in the property? Does White Kennedy exposure risk being diluted?
6. **Established Track Record.** Does the property have a history of being well-supported in the community / industry? Has the property been managed professionally and met sponsor expectations in the past?
7. **Brand-fit.** Is the property aligned to White Kennedy brand attributes? White Kennedy is recognized as a premium brand in our industry and is well respected for our integrity, creativity

Count on our team of experts
to give you progressive advice
that helps your business prosper.



Your partners in prosperity™

www.WhiteKennedy.com

Penticton 250.493.0600 West Kelowna 250.768.3400 Osoyoos 250.495.2688

and expertise. White Kennedy does not associate itself with properties that may negatively impact the brand by association.

8. **Exposure.** Does the sponsorship include media coverage as well as advertising (example: flyers, news releases, published list of sponsors, TV, radio, printed material, etc.).
9. **Cost vs. alternatives.** Can the cost of the sponsorship be justified based on the expected return on investment when compared to other marketing vehicles?
10. **Measurement.** Does the property offer any means of evaluating White Kennedy return on investment for its sponsorship?