



## MCB GROUP SPONSORSHIP GUIDELINES

We are pleased to sponsor events that match our corporate values and have a positive impact on the community, our business and our brand. We partner with organisations that share our values and have bright new ideas.

### What kind of sponsorship requests do we welcome?

At the moment, we tend to focus on the following areas but we are always on the lookout for brilliant out-of-the-box ideas.

- Arts and culture
- Education
- Sports
- Environment and sustainable development

Please note that proposals that fall outside these focus areas will be received and evaluated.

### Do we expect returns on investment?

We expect events that we sponsor to benefit the community, enhance our brand image, promote our corporate values or develop our business. These returns should be demonstrated clearly in any request for sponsorship.

Before submitting your proposal, please read this document and ensure that you answer the relevant questions.

The MCB will not consider proposals involving:

- Individual requests
- Educational trips
- Medical treatments
- Political and religious organisations
- Hazardous activities
- Gambling
- Activities that may be considered prejudicial or discriminatory
- Travel expenses
- School events/activities or team projects
- Fund raising

The MCB reserves itself the right to approve or reject sponsorship applications on a case to case basis.



### CORPORATE SOCIAL RESPONSIBILITY (CSR)

CSR requests and charity programmes should be directed to MCB Forward Foundation.



### SUBMIT YOUR PROPOSAL

You can submit your proposal by email to [comm.events@mcb.mu](mailto:comm.events@mcb.mu) or have it delivered to The Manager, Events - Communication, 5<sup>th</sup> Floor, Harbour Front, President John Kennedy Street, Port Louis.



### IMPORTANT

We aim to reply to your request within 10 working days. We recommend that you submit your proposal at least 45 days before the event date. We will not consider requests submitted less than 15 days prior to an event.

This form can be filled in on a computer; alternatively please print and complete fields in CAPITAL letters using black ink and tick (✓) where appropriate.

**Name of organisation:****Contact person who will be responsible for carrying out the project:**Name: Email: Phone Number: Mobile Number: **List of persons on the organising committee:**  
  
**History and previous achievements of the organisation:** (with related documents/press cuttings)  
  
  
Is the organisation registered?  Yes  No

Please attach:

- Copy of certificate
- Approval of authorities (if applicable)

**Project Proposal:** (Description, objectives, budget, timeframe, location, etc.)  
  
**Sponsorship packages offered and associated benefits:**  
  
**Sponsorship package should specify some of the following benefits:**

- Naming rights or exclusivity rights (if applicable)
- Opportunities to enhance our brand, our business or the community
- Visibility of sponsor(s) - including media
- Opportunities for corporate hospitality

**Other confirmed sponsors for this project:** (if any)