

Communication is at the very heart of island life and as one of the islands longest established local companies, we see a central part of our role as not only connecting and protecting our communities, now and into the future, but also giving back in other ways to our islands, where our people and customers live and work.

Accordingly we take great pride in supporting local initiatives and charities, and feel honoured to play our part.

However as we receive thousands of requests each year for sponsorships, donations and volunteers, we cannot support them all, and so have created a set of guidelines to set out our sponsorship objectives, selection criteria, and selection process to allow everyone a fair chance of support. We wish to ensure events are as successful as possible, so seek to focus on a manageable number each year.

These guidelines are outlined below and also in the attached Sponsorship Request application form. Please read them before submitting your sponsorship/donation proposal.

We would like to thank you in advance for considering JT as a future partner.

## **Sponsorship**

Sponsorship plays an important role in enabling us to give something back to our communities, customers and employees. We carefully select these sponsorship requests to match our own brand purpose and values, helping to connect our islands and our customers to their future, whilst respecting the uniqueness and rich heritage of these islands.

### **What we look for**

- Events that support digital growth and capability of the islands
- Events that support digital education for islanders of all ages
- Events that build on educating the future generations of our islands
- Events that depend on our products and services and so can benefit from our expertise and infrastructure
- Events that generate a high level of digital and social engagement
- Events that support grass-roots initiatives, reinforce communities or provide truly unique experiences for them
- Events that support our aim to build long-term, mutually beneficial relationships
- Opportunities that protect or enhance our Islands' heritage, our environment and island life

### **Our policies and criteria**

We aim to be diverse and inclusive, bringing people together without prejudice, to maximise the greater good for all.

All events are required to conform to this general principle

We specifically exclude certain types of request:

- Sponsorship of Individuals
- Political or religious associations
- Headline Partnerships where other telecommunication companies are involved
- Opportunities that pose a health, safety or reputational risk
- Imminent events (less than 3 months from the application) which would prohibit JT adding any real value, due to time constraints

### **Application**

Should your request fit our criteria, we'd be delighted if you would complete this short Sponsorship Request Form – we'll acknowledge receipt and respond with any next steps within 5 working days. The personal information collected on this form will be used for the sole purpose of evaluating your sponsorship request and we will contact you using the contact information provided. If your request is unsuccessful we will delete the information collected within 3 years. If your request is successful we will retain the information for as long as our relationship continues. Full details can be found on our [Privacy Policy](#).

# JT and Sponsorship



## Overview

Event/Sponsorship name
Your name
Your company
Your position

## Contact Details

Email	Phone number
Your website	Social links

**Business model**  For profit  Not-for-profit

**Sponsorship level**  Headline sponsor  Co-sponsor  Tech partner

Other (please specify)

Date from	Date to
Sponsorship terms i.e. length of sponsorship	
Sponsorship fee/financial request	

## Tech Infrastructure needed

Please use this box to provide a brief overview of the tech infrastructure needed.

## Sponsorship/Event Summary

Please use this box to provide a brief overview and background of your event/sponsorship.

## Target Audience

Please use this box to describe your target audience/how many or any strong preferences on groups; including gender, age range and occupations etc.

## Details of sponsorship

Location	Expected attendance
Expected Media interest	

# JT and Sponsorship



## Sponsor Rights/benefits

Please provide details in the boxes below of any associated sponsorship rights/benefits you are providing in as much detail as possible;

Sponsor exclusivity

Event Branding

Hospitality

JT Employee Volunteers

Charity Benefits

Commercial alignment

Photography and Video footage and content

Tickets

Other

## Marketing

Please use this box to outline any Marketing, Digital and PR plans you already have in place for your event. Please also include your current online activity and social followings.

## Final Comments

Please use this box to provide any additional detail you would like us to review when considering your application (or upload attachments for web forms).

We'd like to thank you once again for considering JT as a partner. Please email your completed form to [marketing@jtglobal.com](mailto:marketing@jtglobal.com) and we will respond in due course.

Thanks

The JT Team