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IQA Group is committed to making a real difference to a wide range of charitable and community causes. IQA Group aims to build strong and enduring relationships with local communities and believes this is an essential process to the economic development of the business.

IQA Group is grounded on five core Values. Any sponsorship and organisation must consider these when representing the IQA Group brand. When applying for Sponsorship with IQA Group the following Values must be adhered to:

- Quality
- Customer Satisfaction
- People
- Integrity
- Continuous Improvement

1. Policy Statement

IQA Group is committed to being a responsible corporate citizen. IQA Group's strategy for sponsorship and community investment will enhance the reputation of the Company and be a platform upon which to promote our Brand, Values and Vision.

2. Purpose

The purpose of the group sponsorship and community investment policy is to ensure that a framework is in place, and understood by all relevant group and business unit employees, within which the Company will actively select, manage, and support its sponsorship and charitable giving activities.

3. Scope

This policy applies to all parts and activities of IQA Group, its business units and subsidiaries.

4. Underlying Philosophy

IQA Group believes that sponsorship and community investment programmes can be important part of an effective marketing and communication strategy. IQA Group is committed to the communities in which it operates and the sponsorship and community investment programme will be evidence of this support. In addition, IQA Group seeks actively to engage its employees in its sponsorship and community investment initiatives.

5. Corporate Objectives

IQA Group sponsorships and charitable giving programmes will:

- 5.1 Support the group's brand strategy.
- 5.2 Help motivate staff and encourage them to understand more fully what IQA Group Values stand for.
- 5.3 Bring IQA Group Brand Values to life and complement the Company strategic Vision.

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5.4 Provide an opportunity for the Company and its employees to engage actively in the communities in which it operates and with the people it serves.

6. Corporate Principles and Practice

6.1 IQA Group will strive to recognise its responsibility to work in partnership with the communities in which it operates.

6.2 IQA Group Marketing Department will be responsible for developing the Company's sponsorship and charitable giving programmes in line with the marketing strategy, Brand Values, Vision and any budgetary considerations.

6.3 IQA Group will review and evaluate regularly their commercial sponsorship programmes, to ensure that they retain their effectiveness as marketing and communication tools in line with Company Values.

6.4 In developing sponsorship and community involvement activities, IQA Group will avoid offering support or entering into a commercial sponsorship, which may, for ethical, cultural, religious, safety or other reasons be inappropriate e.g. dangerous/extreme sports, or activity which results in funding for a political party.

6.5 IQA Group will review and evaluate regularly their community affairs and charitable giving activities to ensure they reflect and engage the support and interest of our staff.

6.6 IQA Group will actively encourage staff participation in sponsorship and charitable giving activities.

Application Process

Please complete the associated IQA Group Sponsorship Application form at the end of this document. Proposals should include the following:

- Description and history of the event or program the applicant wants IQA Group to sponsor.
- Explanation of why IQA Group should sponsor this event and/or program, including sponsorship benefits to IQA Group.
- Expected audience demographics for event or program- what age group are the expected audience attending the event, where are they travelling from and do they have any common interests?
- Sponsorship levels available i.e. exclusives, presenting, press conferences and numbers
- Costs associated with each Sponsorship level.
- Deadline for sponsorship decisions.
- Post-event feedback along with regular event updates.
- Existing sponsors.

DOCUMENT UNCONTROLLED WHEN PRINTED**Evaluation Criteria**

Sponsorship proposals are evaluated against seven general criteria. These criteria have been developed to ensure that IQA Group establishes sponsorship relationships that will mutually benefit the corporation and the partnering organisation.

Proposals are evaluated for:

1. Tangible business benefits associated with the partnership.
2. Potential sponsors will ideally tie in with IQA Group operational activity and/or IQA operatives. IQA Group will also consider potential sponsors geographically within surrounding local communities of IQA Group business units.
3. Opportunity to create long-term Value.
4. Opportunity to reach targeted audiences and build relationships.
5. Positive exposure consistent with the IQA Group Brand.
6. Ability to create cross-promotional initiatives- i.e. website links, press articles and social media links. IQA Group will also promote sponsorship of organization through any chosen medium.
7. Potential for long-term, sustainable partnerships and/or relationships, that allows IQA Group to connect to its target consumers and market its products and services.

Please complete the Application Form, which can be found on the following pages. Organisations are welcome to submit sponsorship proposals by mail to:

Marketing Executive
IQA Group
101 Abercorn Street
Paisley
PA3 4AT

Email Laura.Robertson@IQAGroup.co.uk



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Please read the IQA Group Corporate Sponsorship Guidelines – SF604 (above) prior to completing this application form.

IQA Group is committed to making a real difference to a wide range of charitable and community causes. All applications are carefully evaluated in order to ensure that IQA Group establishes sponsorship relationships that mutually benefit both parties.

In order for us to assess your request for corporate sponsorship, please complete the application form as fully and as accurate as possible.

Name: _____ Phone/Email: _____

1. Please provide a brief description about your company/charity/initiative.

2. Please provide specific details of your sponsorship requirements and why IQA Group should sponsor this particular company/charity/initiative. You should include details of expected audience demographics – age group, location, common interests etc.

3. Please provide an indication of total cost to IQA. You should include a detailed breakdown of all costs if appropriate.



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- 4. The IQA Way – the IQA Values describe our Company as we want it to be. Our decisions and actions demonstrate these Values – Quality, Customer Satisfaction, Continuous Improvement, Integrity and People.

Please describe how your company/charity/initiative complements the IQA Way.

- 5. Please provide details of any current sponsors the company/charity/initiative has.

- 6. If you have a deadline for sponsorship decisions, please provide below:

- 7. How did you find out about IQA? Please tick the relevant box:

Website	Local Paper	Word of Mouth	Friend/Relative is an employee of IQA	Other*

* Please provide details:

Applications must be submitted to: Laura.Robertson@IQAGroup.co.uk

Thank you for submitting an application to IQA Group. We will evaluate your proposal and aim to reply with our decision by your requested date.