

Guidelines for Sponsorship

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Introduction

The ADB Annual Meeting is the premier and largest gathering of high-profile decision makers on economic and development issues in Asia and the Pacific. It provides opportunities for knowledge-sharing on different sector issues and engaging relevant stakeholders in the region.

The ADB Annual Meeting brings together around 4,000 participants, including finance ministers, Central Bank governors, and other high-level representatives from ADB member governments, international organizations, business leaders, the private sector (financial institutions, banks, investors), media, nongovernment organizations, and civil society. It is held every fourth week of April or first week of May. A host country, which is an ADB member, is identified to collaborate with the ADB in organizing the Annual Meeting.

The Annual Meeting is a unique platform for ADB, its member governments - especially the host country, and the private sector to engage with one another. The opportunities and benefits it presents abound.

For the Host Country, the Annual Meeting sets the stage for the promotion of its people, culture, and growth potential not only to the event attendees but to the rest of Asia and the Pacific. The rest of the member governments, meanwhile, see the Annual Meeting as a venue for showcasing their respective economies, exchanging knowledge with peers, and generating funding opportunities. For the members of business communities, the event can be a catalyst for potential business and investment.

Civil society organizations join the Annual Meeting in order to learn and network with like-minded organizations and directly dialogue with the ADB. The event, for international and local media, provides newsworthy content and access to high-level resource persons.

The guidelines for sponsorship is for the use of personnel and officers of ADB who are involved in the preparation and conduct of the Annual Meeting, It is also for Host Country officials and staff, including individuals hired/engaged by the Host Country to assist in the Annual Meeting. The guidelines is a supplement to the ADB Annual Meeting Green Book, Section V. titled Sponsorships and Gifts.

General Guidelines

1. Declaration of Policy.

The ADB recognizes the need for and accepts sponsorship in the conduct of an Annual Meeting. Sponsorships may be sought through organized or co-organized events, activities, and services before, during, or after the Annual Meeting.

2. Purpose of Sponsorship.

Sponsorship activities in relation to the Annual Meeting are allowed given the following:

- a) Sponsorship funds could cover some of the cost of organizing and hosting the Annual Meeting.
- b) Sponsorship initiatives open up and strengthen opportunities for ADB to reach out and partner with the private sector.
- c) Sponsorships allow the private sector to learn more about the ADB and vice-versa.
- d) Participation of sponsors helps make discussions and activities at the Annual Meeting richer, given wider perspectives from stakeholders involved.
- e) Partnerships generated from sponsorship provide opportunities for ADB and the private sector to sustain common projects and advocacies.

3. Definition of Terms.

For purposes of these guidelines, the following terms or phrases shall mean or be understood as follows:

- a) Sponsorship - an arrangement in which an organization provides a contribution in financial form; in-kind support such as, among others, provision of food and other required products; or other forms of assistance such as professional service, in return for benefits agreed-upon by both parties.
- b) Host Country - ADB member country in which the Annual Meeting is held. The Host Country is responsible for collaborating with the ADB in organizing Annual Meeting activities pre, during, and post the event.

4. Sponsorship Principles.

Sponsorships for the Annual Meeting follow these principles:

1. Alignment with ADB and Host Country Goals and Principles

- a) The ADB allows sponsorship initiatives and arrangements in relation to the conduct of the Annual Meeting, provided these are consistent with the principles, vision, and goals of the ADB and the Host Country.
- b) Sponsorships must not compromise the professional standards and ethics of the personnel of the ADB, the Host Country, and other organizations involved in organizing the Annual Meeting. It must not influence ADB's or the Host Country's goals, strategic direction, or integrity.
- c) The sponsor's work, activities, projects, and image must not harm the reputation of ADB, the Annual Meeting, or the Host Country.
- d) Any sponsorship agreement with an organization or company is not seen as ADB's or Host Country's endorsement of the sponsor and its products or services.

2. Benefits from Sponsorships

- a) The ADB and Host Country approve the type of acknowledgements and other sponsorship benefits in advance.
- b) Sponsorships are to be reciprocal, for both parties' benefits.
- c) Sponsorships must directly or indirectly contribute to the quality of the Annual Meeting activities.
- d) Sponsors' contributions are acknowledged at the Annual Meeting.
- e) Sponsors receive benefits according to their level of sponsorship contribution.
- f) No employee of the ADB, the Host Country, or other organization involved in organizing the Annual Meeting should personally gain from Annual Meeting sponsorships, either in the form of cash or gifts.

3. Working with Sponsors

- a) The ADB and the Host Country provide equal opportunity to potential sponsors by explaining relevant sponsorship mechanics and all possible sponsorship opportunities.
- b) All sponsorships must have accompanying sponsorship agreements signed by both parties. The agreements must clearly outline the benefits for all parties, delivery schedules, duration of the sponsorship, and other important provisions.
- c) All parties to sponsorship agreement must ensure the delivery of the sponsorship benefits.
- d) Sponsors receive no preferential treatments from ADB and the Host Country.
- e) Sponsors must comply with the laws, rules, regulations, and guidelines of ADB and the Host Country.

5. Sponsorship Coverage.

The institutions responsible for marketing and managing sponsorship initiatives related to the Annual Meeting are ADB and the Host Country. Each institution is responsible for the sponsorships of particular sets of activities.

ADB and Host Country Sponsorships Coverage

	Asian Development Bank	Host Country
General coverage	Sponsorships for all Annual Meeting official activities	Sponsorships for Annual Meeting as a whole and sponsorships for Host Country-initiated activities in support of the Annual Meeting
Sample sponsorships*	<ul style="list-style-type: none"> • Seminars • Media-related sponsorships • Other activities as may be decided by the bank 	<ul style="list-style-type: none"> • Host country networking events • Host country exhibits • Host country seminars • Other host country activities
Media sponsorships	International media	National/ Local media
Covered period	Pre, during, and post Annual Meeting	Pre, during, and post Annual Meeting

*See Section 8. (Sponsorship Opportunities). For the list of specific items or activities that can be sponsored.

6. ADB and Host Country Responsibilities.

ADB and the Host Country have their respective responsibilities in relation to the sponsorships, namely:

1. ADB Responsibilities

- Brief the Host Country about sponsorships for the Annual Meeting.
- Review the Host Country's sponsorship plans and major initiatives, including, among others, the following:
 - Sponsorship packages containing levels of sponsorships, value of sponsorships, and sponsors benefits
 - Sponsorship opportunities or specific activities for sponsorships
 - Listing of target sponsors
- Advise the Host Country on concerns related to its own sponsorship initiatives.
- Promote/ market the Annual Meeting official events and activities, and the meeting as a whole.
- Promote/ market the sponsorship opportunities covered by ADB.
- Negotiate with potential sponsors in order to arrive at a mutually-beneficial sponsorship arrangement.
- Finalize sponsorship agreements.
- Manage and ensure that sponsorship benefits are delivered in accordance with agreements.
- Explore possibilities of sustaining partnerships established with the sponsors.

2. Host Country Responsibilities

- Advise and agree with ADB about its sponsorship plans prior to reaching out to target sponsors. These activities may include, among others, the following:
 - Sponsorship package development
 - Identification of sponsorship opportunities
 - Listing of target sponsors
- Regularly align with/ collaborate with/ apprise ADB on matters related to sponsorships.
- Promote/ market the Annual Meeting venue and Host Country events and activities.
- Promote/ market the sponsorship opportunities covered by the Host Country.
- Negotiate with potential sponsors in order to arrive at a mutually-beneficial sponsorship arrangement.
- Finalize sponsorship agreements.
- Manage and ensure that sponsorship benefits are delivered in accordance with agreements.
- Develop a database of the companies reached-out to and the sponsors.

7. Types of Sponsorships.

Sponsorships may be in the form of cash or in-kind contributions.

1. Cash sponsorships (Host Country only)

- Sponsors provide financial or monetary support based on agreed amounts and levels of sponsorship.
- Schedule and methods of payments follow provisions of sponsorship agreement.

2. In-kind sponsorships (Host Country and ADB)

- Sponsors deliver goods or services needed in organizing the Annual Meeting, in accordance with agreed schedules and methods.
- Contributions should be assessed and may be assigned a monetary value under the following principles:
 - The parties (Host Country and sponsor) agree on a fair-value market price for items contributed at the time of signing the agreement.
 - The value of items sponsored is included in the total value of sponsorship agreement.
 - The sponsorship process is properly documented and managed.
 - Contributed goods should meet ADB's and the Host Country's standards, requirements, and/or guidelines.

8. Sponsorship Opportunities.

ADB and the Host Country may solicit sponsorships for the Annual Meeting as a whole, or for a specific item, activity, or event in relation to the Annual Meeting.

- a) The list of possible activities or items that may be sponsored is shown in Table 2.
- b) The Host Country may offer other sponsorship opportunities, in consultation with ADB.

Checklist of Possible Items or Activities for Sponsorships

	Specific Items or Activities
Transportation	Cars for VIPs; shuttle buses for participants; shuttle bus service station (waiting shed) with water, chairs, umbrella, etc.; golf-cart for transportation from gate to the venue
Venue	Meeting venue, room set-ups, staging requirements, and utilities
Technical equipment	Audio-visual equipment; microphones and sound system; video walls; audio, video, and digital recording
Communications support	Internet/ online kiosks (computers and laptops, internet connections, cabling, boosting speed); mobile phone pre-paid cards, SIM cards; radio set-up; webcasting, podcasting, etc.
Catering and refreshment	Catering and coffee break requirements for networking events, seminars, and other activities; bottled water; soda and other beverages
Information materials	Design and/or production of conference programs, spouse and accompanying persons guide, administrative guidelines, video productions, etc.
Merchandise	Registration paraphernalia such as ID lanyards, equipment, badge holders, etc.
	Promotional materials and give-aways such as conference bags/ kits, umbrellas, T-shirts, notepads, fans, souvenir items, etc.
Signage	Production of signage at the event venue (banners, backdrops, photo walls, streamers, etc.) and strategic locations in the city, including the airport and hotels (billboards, street lamps, vehicle/bus wraps, etc.)
PR and advertising	Website, media placements/ advertising, publicity
Talent and professional service	Cultural program for events such as the evening reception (music, dance, hosting, choreography, production, technical and sounds/lights direction, ushering)
Activities for spouses/ APs	Program, tours, tour guides, bus service station (waiting shed) with water, chairs, and umbrellas

- c) Sponsorships may also be packaged and could be allocated for the Annual Meeting as a whole. Sample packages are as follows:

Sample Sponsorship Packages

Type	Amount
Diamond	US\$500,000 and above
Gold	US\$250,000 to below US\$500,000
Silver	US\$50,000 to below US\$250,000
Bronze	US\$15,000 to below US\$50,000

- d) The Host Country, in consultation with ADB, decides on the amount for each type of sponsorship package given the Host Country environment and scenario, such as economic development level, private sector support, industry rates in organizing events and conferences, etc.

9. Possible Sponsors.

ADB and the Host Country may reach out to companies and organizations for sponsorships.

1. Eligible Companies and Organizations for Sponsorships

- a) Companies and organizations which have an interest and relevance to ADB and the Host Country may be tapped as sponsors, provided their selection is in accordance with the ADB Sponsorship principles (See Section 4).
- b) Sponsors may include, among others, banks, financial institutions, trading-investment corporations, companies with a wide presence in Asia and the Pacific, conglomerates in the Host Country, companies in sectors and industries promoted by the Host Country, and the local and international media.
- c) Only companies and organizations in ADB member countries may sponsor.
- d) ADB and the Host Country may consider the following when deciding on possible sponsors:
 - Products and services of the company
 - Company's marketing initiatives
 - Environment impact of the company's products, services, and process
 - Company's treatment of its key stakeholders including employees, members of host communities, suppliers, customers, etc.
 - Company's credibility and capacity to fulfill sponsorship deliverables
 - Company's track record in dealing with ADB and the government
 - Company's overall reputation

2. Ineligible Companies and Organizations for Sponsorships

- a) Organizations engaged in the following fields are ineligible as ADB sponsors: alcohol, tobacco products, military products, fireworks, pornography, gambling, political or religious organizations, and organizations conducting market research.
- b) Organizations found to have violated ADB's graft and corruption policies. (List of ADB's debarred companies will be provided to the Host Country as confidential)

3. Selection of Possible Sponsors

- a) ADB and the Host Country may refuse any sponsorship that harms the reputation of ADB, its Annual Meeting, or the Host Country.
- b) To ensure consistency with ADB's mission, Host Country authorities consult ADB about sponsors they engage and the acknowledgment of sponsorship.

10. Sponsors' Benefits.

In recognition of the support of sponsors, ADB and the Host Country provide them with benefits as agreed upon and identified in the sponsorship agreement. Benefits may be generally categorized as follows: (1) branding & publicity opportunities; (2) access to stakeholders; (3) access to content, information, and knowledge; and (4) resource savings on organizing sponsored events.

1. Branding & Publicity

- a) Annual Meeting sponsorship offers companies an ideal venue to highlight their products or services and elevate their brand in the international development community. Appropriate sponsorship opportunities that optimize each sponsor's distinctive marketing and branding objectives are available and can be discussed with the Host Country and ADB.
- b) Acknowledgments, benefits, and entitlements may include, among others, the following: sponsors' logo or name in printed materials; billboards, banners, sponsor boards displayed in the meeting venues, city, hotels; welcome banners at the airport; sponsor's logo on the Host Country and ADB Annual Meeting websites; conference bags with information about the partner companies; short videos/advertorials on IPTV screens; and commemorative tokens. The entitlements/ acknowledgments are subject to the level and amount of sponsorships.
- c) Sponsors may also enjoy exposure and direct marketing opportunities with participants through exhibitions, stalls, and product display provisions, which may be located within the Annual Meeting venue or at a separate/ adjacent location, subject to the provisions of the sponsorship agreement.
- d) ADB and the Host Country approve all content of sponsored product messages, banners, videos, online/ digital promotions, and other materials. This includes verifying the printed or digital signage content and placement on-site.
- e) ADB and the Host Country may reject any promotion or advertising of sponsor's products that undermine its Annual Meeting's image.

2. Access to Stakeholders

- a) Sponsors will get opportunities to participate in networking or business events, interact with high-ranking delegates, heads of major financial institutions, investors, and participants from an array of sectors.
- b) Participation in some official and by invitation only events are subject to ADB and Host Country approval and/or benefits provided in the sponsorship agreements.

3. Access to Content, Information, and Knowledge

- a) Sponsors will gain insights and learning relevant to their companies' business objectives and activities through the seminars, discussions, VIP plenary speaking engagements, workshops, and dialogues during the Annual Meeting.
- b) Sponsors are entitled to receive information materials distributed during the event, depending on their level of sponsorships and subject to the specific provisions of the their sponsorship agreements.

4. Resource savings

- a) Sponsors will save on logistics cost, professional fees, human and other resources in mounting the event that they are supporting in the Annual Meeting.

11. Sponsors' Responsibilities.

A sponsor must:

- a) Ensure that the agreed resources or products are available on time for the meeting and in accordance with the standards and the process established in the sponsorship/partnership agreement.
- b) Indemnify against any losses, damages, or claims arising out of the use of the exhibition premises caused by the sponsor's activities.
- c) Designate a focal point for the sponsorship.
- d) Provide staff to set up and manage its exhibit, if any.
- e) Inform all its subsidiaries, affiliates, and third parties involved on its behalf of all rules and regulations of ADB and the Host Country applicable to the Annual Meeting as in these guidelines, and ensure compliance with them.

12. Gifts.

Sponsors may give the Annual Meeting participants tokens or souvenirs¹ mindful that:

- a) Many organizations, including ADB, have policies that disallow their employees from accepting gifts, or they impose a limit or value on what is acceptable.
- b) Most participants travel to and from the meeting by air and cannot carry heavy gift items.
- c) Gifts intended for all participants should be gender-neutral.

13. Sponsorship Agreement

- a) The sponsorship is executed under an agreement between the Host Country and the sponsoring organization.
- b) The Host Country may consider including in the agreement a clause on reporting requirements as well as on termination and cancellation. Under the process the agreement provides, the Host Country may withdraw from a sponsorship if the agreement's conditions and terms are not followed.
- c) ADB enters sponsorship agreements with local and international organizations. ADB may withdraw from a sponsorship agreement if the agreement's conditions and terms are not followed. ADB may cancel its agreement with the organization at any time should its activities undermine respect for ADB, the Annual Meeting, and/or the Host Country.

14. ADB, Annual Meeting, and Sponsors' Logo

- a) The ADB logo (blue block) is used as ADB's main identifier for Annual Meeting materials for ADB events and activities.
- b) The ADB logo will only be used on materials ADB commissions for the Annual Meeting. The ADB logo should not be used without ADB's advance permission and clearance. It is not permitted for commercial or promotional purposes, and should not be used with private-sector sponsor logos.
- c) The Annual Meeting logo is designed specifically for the Annual Meeting. It may be used together with sponsors' logos in seminars co-organized with another organization or corporation, when the purpose is to boost the seminar's value and raise audience interest. In such cases, sponsors must seek ADB's approval before using the Annual Meeting logo with the co-sponsors' logos on invitations, joint publications, seminar banners, backdrops, or online materials.
- d) The Host Country may determine the appropriate placement of a sponsor's logo on its website and other Host Country information materials produced for the Annual Meeting. The Host Country may also reject, cancel, or remove at any time any sponsor's logo from its Annual Meeting website and information materials, providing an explanation to the sponsor.

15. Websites

- a) ADB's website is the primary vehicle to promote and attract audience interest in the Annual Meeting.
- b) The Host Country may create an Annual Meeting-related website as a marketing and information tool for events and activities the Host Country organizes.
- c) The websites of ADB and the Host Country (if any), have reciprocal hyperlinks.
- d) The websites of ADB and the Host Country may link to appropriate sponsors, with management approval.

16. Media Sponsorships

- a) Media organizations assist in the promotion of the Annual Meeting through media coverage and free media placements (such as air time, advertorial, and advertising space) pre, during, and post Annual Meeting events and activities.
- b) Decisions on ADB media sponsorships and partnerships rest with ADB's Department of External Relations (DER).
- c) ADB establishes partnerships with international and regional media organizations to promote ADB's work and the Annual Meeting. The promotion through these partnerships begins months ahead of the Annual Meeting, and continues throughout the event.
- d) The partnerships are formalized through an agreement both parties sign. ADB keeps the Host Country informed of media partnership agreements that ADB undertakes, including reciprocal branding opportunities.
- e) In exchange for media coverage such as air time, advertorial, and editorial space, ADB may consider reciprocal branding opportunities, which may include, among others, the following:
 - Allocation of space for TV monitors, terminals, newspaper/magazine racks, or exhibition panels at high-traffic locations at the Annual Meeting venue to distribute publications, promote business programs from partner TV stations, or marketing ads;
 - Placement of media sponsor/partner's logo on print, web, backdrop and other Annual Meeting-related materials;
 - Identifying a seminar for the international broadcast or print media to co-host; and
 - Inviting senior journalists from partner organizations to moderate seminars.

17. Evaluation and Review

- a) These sponsorship guidelines will be reviewed biennially.
- b) The ADB-Office of the Secretary will facilitate the review and invite departments within ADB that have been involved in previous sponsorship-related activities.
- c) The ADB may invite representatives from recent Host Countries for their inputs.

18. Further Information

For more information, please contact:

Name:

Designation:

Organization:

Contact Details:

Checklist in Managing Sponsorships

Pre-ADB Annual Meeting Checklist

To maximize opportunities, must be accomplished in no less than 6 months before the Annual Meeting.

- Discuss with ADB/ Host Country the overall sponsorship and promotional strategy, including the following:
 - Sponsorship opportunities
 - Sponsorship benefits
 - Protocols and approval mechanisms
- Develop Host Country's theme and message platform in hosting the ADB Annual Meeting (what is the hosting about? Why is the host country doing it). Identify what should be highlighted to sponsors.
- Develop sponsorship package and brochure. Make it interesting!
- Develop database of target sponsors.
- Finalize sponsorship package and brochure
- Discuss with ADB/ Host Country plans in reaching out to target sponsors, including the following:
 - Sponsorship package and brochure
 - List of target sponsors
- Coordinate with ADB/ Host Country on allocation and layout of areas for sponsors' branding & publicity/ promotional benefits (signage, banners, video wall, booths).
- Start marketing initiatives and reach out to target sponsors
- Assign a relationship manager per set of sponsors for ease of coordination and discussions.
- Negotiate sponsorship benefits and opportunities with potential sponsors.

Key messages must be relevant to the target sponsors. It must address the key question "What's in it for me?" Make it a rallying point in engaging sponsors.



As Host Country, ensure alignment and consultation with ADB on all sponsorship matters.

Exclusive sponsorships are NOT encouraged. ADB and the Host Country aim to be as inclusive as possible in partnering with the private sector for Annual Meeting sponsorships. Requests for exclusivity must be discussed with ADB and/ or Host Country authorities, and may be considered on a case to case basis.

Some Tips in Reaching Out to Target Sponsors:

1. Develop mutually-beneficial packages. Consider the following:
 - Benefits-driven. Offer highly-valued opportunity to personally engage important stakeholders from across different industries and sectors.
 - Needs-focused. List down resource needs in mounting the Annual Meeting. Identify gaps between available resources and needs that can no longer be covered by existing fund. Focus sponsorship resourcing on these gaps.
 - Customization. Make packages open to customization, depending on negotiation and sponsors' interest or requests.
2. Develop a strategic and systematic sponsorship engagement system. See 5 steps below.
 - Sponsor/ partner-short listing
 - Reaching out stage
 - Negotiation stage
 - Approval and signing of sponsorship agreement
 - Sponsorship/ partnership roll-out
3. Identify a high-level official from the Host Country (public or private sector) and ADB who can serve as a sponsorship champion.
4. If private sector is active and influential in the Host Country, maximize and leverage on partnerships with them. Involve business groups and organizations in as many Annual Meeting activities as possible.

ADB Annual Meeting Ramp-Up Months

At least 3-4 months before the ADB Annual Meeting

- Finalize sponsorship agreements.
- Develop promotional banners and information materials, in accordance with ADB logo and Annual Meeting logo visual identity guidelines.
- Agree on actual locations of sponsors' signage and promotional activities or exhibits, if any.
- Provide ADB/ Host Country with complete list of sponsors and their respective sponsorship benefits

ADB Annual Meeting

Two weeks prior to and during the 4-day Annual Meeting

- Ensure the delivery of sponsorship benefits per sponsor, as provided for in the sponsorship agreement.
- During the Annual Meeting, assign a relationship manager to be present at the event venue and activities to address sponsors' queries or requests, if any.
- Document the delivery of the sponsorship benefits. Some activities and items for documentation:
 - Event collaterals where sponsors are acknowledged, including video walls, at the venue and in nearby areas (airports, roads, hotels)
 - Exhibit areas and place branding/ signage (room naming rights)
 - Online and digital promotional materials
 - Seminars where sponsors have speaking participation
 - Special / executive meetings and events where select sponsors are invited
 - Networking events and other activities where sponsors are acknowledged
 - All other activities, items, events where sponsors are acknowledged

Post-ADB Annual Meeting

- No later than 1 month after Annual Meeting
- Prepare sponsorship report to all sponsors.
- Send thank you letters to all sponsors, together with the report.
- Review database of sponsors and ensure all relevant data are included.
- Sustain/strengthen relations with some sponsors for possible partnerships in the future.