Hollard.

Sponsorship



Hollard

Sponsorship

An investment in a positively perceived property to leverage the equity (brand association, reputation, awareness) within that property, for the purposes of building the Hollard Brand through an emotion-inducing interaction that demonstrates the Hollard personality/brand attributes



Hollard.



Hollard Sponsorships:

- offer the opportunity for an exciting or thoughtprovoking experience
- demonstrate that Hollard cares
- are inclusive
- improve the community (not CSI)

















Hollard.

Hollard Sponsorships:

- are aligned with our ethos and values
- are scalable in the long run
- speak to the heart AND the head
- require OUR energy and input to be complete



















What do corporates look for?

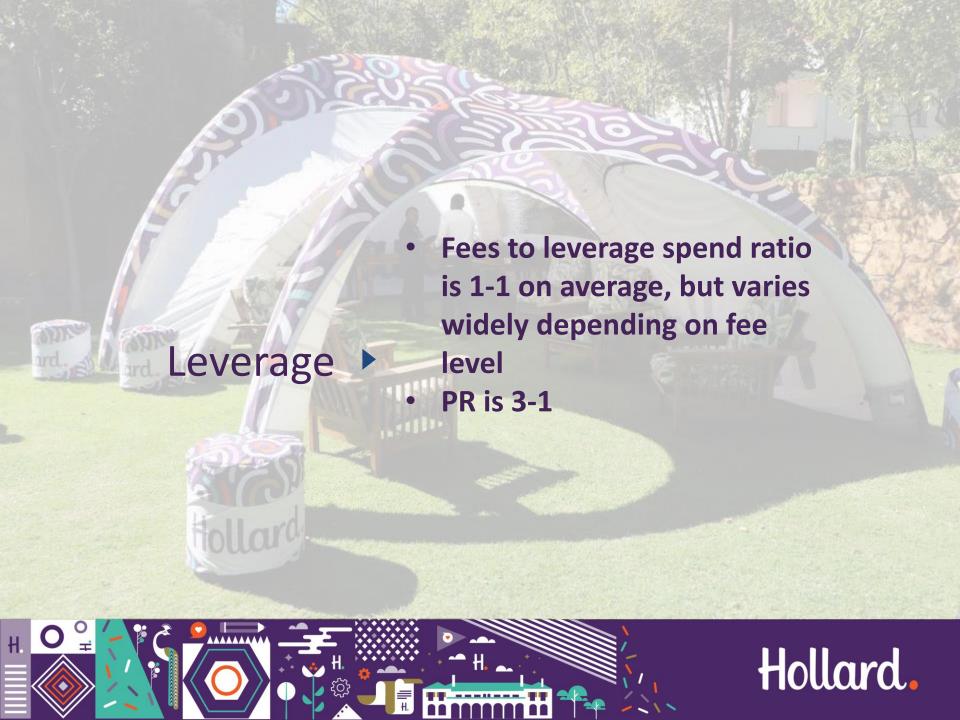
- Sponsorships that align with their Mission,
 Purpose and values
- Brand fit
- After 'sales' service
- ROI ROI ROI





Hollard.





Hollard.

Thank you

