

# Sponsorship



# Sponsorship IS:

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



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# Sponsorship IS NOT:

- corporate hospitality
- CSI
- a partnership “fee”/ cost of doing business
- logo “spoeg and plak”
- a “passion project”



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## Hollard Sponsorships:

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



## 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



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What do corporates  
look for?

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

THE **Holland.** PURPOSE  
WE **ENABLE**  
MORE PEOPLE **TO** CREATE AND SECURE  
**A BETTER FUTURE**  
BY ACHIEVING  
EXCEPTIONAL, SUSTAINABLE  
AND INCLUSIVE GROWTH  
BY PARTNERING **TO DELIVER THE**  
**WIN WIN WIN**  
BY TREATING EVERYONE WITH  
**Care AND dignity**  
BY COURAGEOUSLY  
PURSUING A **Better way**  
AND BY CATALYSING  
**POSITIVE & ENDURING**  
CHANGE  
*We will be* **the country's**  
**FAVOURITE INSURER**

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A large group of South African athletes in green and white tracksuits are celebrating a victory. They are cheering, raising their fists, and holding a large silver trophy. Confetti is falling in the background.

Some info  
from BMI  
Sports: ▶  
(10 May  
2016)

- Sponsorship market SA about R8.5bn, 80% sports (incl sports with a cause)



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# Thank you

