

# Sponsoring principles

The allocation of sponsorship funds at the IBC follows clear guidelines.

All applications must be submitted in writing with detailed information on the project/event and a budget.

## 1. The following conditions must be fulfilled:

Sponsorship commitments are generally only made to clubs/organizers that are customers of IBC. Exceptions to this are possible.

- Project/event fits in with IBC's corporate philosophy
- IBC is involved locally and/or regionally, depending on the target group. The project/event must take place in IBC's strategic area of activity.
- IBC focuses on the area of youth and sport (e.g. supporting clubs in the area of youth development) and avoids multiple sponsoring commitments in the same or closely related areas.
- IBC prefers to participate if it is the exclusive sponsor in the energy sector.
- Project/event is for a broad public.
- IBC keeps the number of commitments low in order to have sufficient space for the accompanying communication and marketing measures.
- Sponsoring commitments over several years are only entered into in exceptional cases.
- IBC promotes the participation of IBC employees in sponsoring activities.
- We expect our sponsoring partners to provide adequate value and behave professionally.

The above criteria do not guarantee a positive response to an application.

## 2. We do not support:

- Commercial projects, donations
- Project/event that has a risk of creating a negative image for the IBC
- Project/event with religious or political motivation
- Individuals (athletes, artists) and private persons
- Book projects, music and film productions
- Acquisition of permanent structural facilities (e.g. climbing wall, half-pipe, etc.), machines, equipment and vehicles

The IBC does not provide any other services that place an additional burden on internal processes and resources in day-to-day business (e.g. ticket sales at reception, etc.).