

Trellidor Sponsorship Policy

Our Belief Statement:

We believe that all peace-loving people should feel safe in their homes and offices. We believe there should be no compromise when it comes to security.

Our sponsorship aims

Through sponsorships we aim to:

- Help keep the most vulnerable in society safe at home, play or work.
- Demonstrate commitment to the Trellidor Belief Statement.
- Raise the profile of the Trellidor franchise within the area.
- Raise the awareness of the Trellidor brand locally and nationally within the countries where we are represented.

Our commitment to corporate social responsibility

We actively consider opportunities to work together with external organisations to achieve shared objectives and promote the Trellidor brand within the communities in any region in which Trellidor operates. However, it is vital that we maintain our independence and do not allow external partnerships to bring the name of Trellidor into disrepute.

Trellidor therefore seeks, as far as is practical and within the constraints of the law of the region, sponsorship initiatives that do not compromise the independent status of Trellidor nor its established brand identity. We also seek to ensure that the activities of organisations we work with are consistent with our organisational values.

Trellidor Head Office projects are independent of franchise initiatives. At Trellidor Head Office we see our social investment projects as a way of protecting the most vulnerable in society. One of our primary objectives is to help protect those that can't defend themselves, for example, by using our barriers to secure children's homes, amongst others, and contributing to projects that focus on the younger generation.

Trellidor franchises are free to choose how they get involved with their local communities as long as their decisions uphold the principles of the Trellidor Sponsorship Policy.

Our Sponsorship Policy

Trellidor will consider sponsorship of international, national, regional and local events, activities and organisations within any of the countries where we have official representation and which offer opportunities to market Trellidor products and services, or to communicate key messages and themes.

We seek to achieve a balance between community, environmental, sporting, educational, health and arts/cultural events and activities. Priority is given to sponsorships that recognize and uphold general community values.

A Trellidor sponsorship takes the form of product or financial support in return for the right to use an opportunity or individual to promote the Trellidor brand name, image, product and services.

A Trellidor sponsorship is not a donation (in cash or kind) for which little or no commercial return is expected.

Our forms of sponsorship

Community investments are sponsorships where both parties are committed to maximising participation to achieve a mutually agreed outcome. It usually applies to a once-off installation of Trellidor products but can also apply to community programs extending over several years, such as the support by Trellidor of the Ingane Yami Children's Village in order to keep destitute children safe at the home.

Donations take the form of a once-off cash donation to a specific cause, given to meet specific needs and on the understanding that Trellidor may use the donation for publicity purposes. Donations by Trellidor may only be made where:

- the donation is made in compliance with applicable laws;
- the donation is not made to secure an improper business advantage;
- the donation is made to a properly established charity and there is a valid charitable purpose for the donation.

Commercial sponsorships are opportunities to support a person or event with a view to gain some advertising or promotional advantages for the sponsor, such as Trellidor's provision of branded cycling kit for national events.

Matching donations are donations in support of employees' outreach activities within their own communities either in the form of cash or product.

Selection Criteria

Trellidor cannot commit to supporting every application for assistance that we receive, either at the Head Office or via Trellidor franchises. Each application is carefully considered in terms of our Belief Statement, Sponsorship Policy and Aims.

We will not sponsor:

- Political or religious organisations to promote their agendas.
- Projects that may offend, exclude or denigrate any community groups.
- Projects that may create environmental hazards.

We will consider for sponsorship:

- Projects that help keep the most vulnerable in our society safe.
- Projects that uphold the principles of respect that we apply to all Trellidorians and the community at large.
- Projects that promote the principles of uplifting communities.

How to apply for sponsorship

Applications for sponsorship can only be approved through the following channels:

- The CEO's discretion.
- The Marketing and Sales Director's discretion.
- The discretion of the Regional Manager for each franchise area.

No offers of sponsorship shall be provided without the prior written consent of the duly authorised Trellidor executive and any use of the Trellidor trademark must be referred for approval.

Please complete the Trellidor Sponsorship Application Form and submit it to Bridgette Wilkinson bwilkinson@trellidor.co.za. Every application will be acknowledged by email but not every application will be successful.