



Houweling group

Sponsorship policy

With its sponsorship, Houweling Group wishes to deliver a positive and significant contribution to society. We regard sponsorship as a collaboration and form of activity where there are clear mutual benefits. We consider it important that the activity is in line with our core values: family, sustainable and active. With each sponsorship request we check whether the activity is appropriate for us and whether the sponsorship amount is proportionate to the benefit in return.

Conditions

We consider a sponsorship request if:

- The activity is in line with at least two of our core values: family, sustainable and active.
- The benefits that we and the party making the request deliver are clear.
- The request is submitted at least eight weeks before the start of the activity.

Each request is assessed carefully on the basis of these requirements. We reply to the request within three weeks.

1. When is the activity?
2. Where is the activity?
3. Which group of people are being reached?
4. What is the aim of the sponsorship?
 - a. Name recognition
 - b. Contact with business relations
 - c. Extra turnover
 - d. Other, namely...
5. What is the relationship with our core values?
 - a. Family
 - b. Sustainable
 - c. Active
6. What do you expect from us in terms of money, products and/or hours?
7. What do we get from you in return?
8. What is the position of Houweling Group versus other sponsors?
9. What is the expected measurable effectiveness of the sponsorship?

