

When assessing if we should support an event, we should consider:

1. Does the event provide a significant enough opportunity to network/meet with tenants, partners, or stakeholders (relationship management). To consider:
 - What level of engagement with said event does this merit? What's the threshold for when we should be a sponsor rather than send delegates paid for by asset teams?
 - Could our support help the industry or space? E.g., through sponsorship, can we enable connections and knowledge sharing that improves the sector and the value of our assets – a direct ROI.
2. Does the event provide a platform to inform key audiences about significant work or projects (inform, launch, promote). To consider:
 - What is that project and what are the key messages. Does sponsorship allow us to get our message across more effectively than through sending delegates or other means?
3. Is the event an opportunity to protect or enhance or protect the reputation of CES? To consider:
 - Should we scale back support of big established events in sectors where we have a solid reputation and be looking to diversify spend elsewhere?
4. Does this event support or enable projects which align with our corporate objectives, and which aren't otherwise being supported by us?
 - Current objectives and a look ahead to next corporate plan themes and objectives

Event organiser should:

- Encourage and promote equality, diversity, and inclusion.
- Align where possible with our values and objectives.
- Consider green travel and sustainability in planning and for delegates wherever possible.