

## Discovery Sponsorship & Experiential Marketing Criteria

Discovery's core purpose is to **make people healthier and enhance and protect their lives.**

Discovery's sponsorships and experiential space aims to **grow the Discovery brand in unique and engaging ways to build brand love, resonance and trust.** We invest in properties that build the brand and provide platforms that drive growth, affinity and ultimately leave a **lasting positive impact on society.**

Through strategic partnerships and immersive activations, **we place the brand at the heart of culture and community,** creating moments that **matter aligned with the passions, values, and lifestyles** of our audiences.

### Sponsorship Criteria

Sponsorship proposals will be evaluated based on the following:

**Alignment with Discovery's Brand Values:** Must promote health, wellness, integrity, inclusion and community.

**Target Audience Fit:** Should engage audiences relevant to our various Business Units

**Innovation & Differentiation:** Preference for initiatives that bring fresh perspectives, unique formats and engagement strategies and experiential moments to delight.

**Reach:** Potential to generate measurable brand awareness.

**Measurable Impact:** Clear metrics for evaluating Return on Investment and social impact.

**Reputation:** Sponsored party must have a clean and professional public image.

**Sustainability:** Preference for initiatives that promote environmental and social sustainability.

**Exclusivity:** Avoid conflicts with existing partnerships or competitors. Ability to offer category exclusivity is a plus (ie Official Wellness Partner)

## Check whether your initiative aligns to our strategy and core purpose on a South African and global level.

While we would love to sponsor every great initiative we hear of, this simply isn't possible.

Instead, we measure sponsorship opportunities against strategic criteria, and support ones that can tangibly elevate our brand, gain national and global reach, are synonymous with Discovery's scale and that measurably encourage people to live well, drive well and bank well.

### Eligible Sponsorships

Initiatives which fall into one or more of the categories below will be considered for sponsorship:

- Events encouraging physical activity (incl. parkrun and mass participation events etc)

- Experiential and lifestyle events aligned with the Discovery Business Unit products /services / member benefits
- Properties which make a positive contribution in one or more of the following areas:
  - Sport
  - Health
  - Education
  - Arts & Culture
  - Social upliftment
  - Community organisations
- Stadia and/or sports clubs (incl. padel courts, soccer parks etc)
- National professional sports teams
- Community sports development programs
- Health and wellness festivals and events
- Community & competition-based fitness events
- School and university sports promoting physical education
- Leadership conferences and summits
- Digital and media sponsorships (incl. broadcast, YouTube channels, virtual races or fitness apps)
- Social impact programs and grassroots sport initiatives
- Health & fitness influencers with strong engagement and aligned values

### **Ineligible Sponsorships**

The following initiatives or properties will not be considered for sponsorship:

- Individual professionals or athletes
- Amateur teams
- Conflicting industry associations
  - Events associated with tobacco, alcohol or performance-enhancing/recreational drugs
  - Betting/gambling related events (ie Fantasy Leagues etc)
- Events or organisations that pose ethical or reputational risk:
  - Political or religious affiliations
  - Events involving animal cruelty (including perceived cruelty)
  - Events promoting unhealthy practices, body-shaming or extremism
  - Properties conflicting with Discovery's ethical standards or brand image
- Misaligned content
  - Sedentary or entertainment-only properties
  - Properties unrelated to health, wellness, fitness or community engagement
- Exclusivity Conflicts
  - Properties sponsored by direct competitors of any of Discovery's Business Units
- Staff / Supplier Requests

### **Sponsorship Application Process**

If your event or property meets our sponsorship criteria, please visit the following webpage and create a user account to submit your proposal: <https://www.discovery.co.za/corporate/sponsorships>. Fill out our application form and submit for review.

**Review timeline:** 4–6 weeks from date of submission.