

NICO Group would like to inform all stakeholders, partners, institutions, and members of the public of the introduction of a strengthened, centralised sponsorship framework, effective 1st June 2026.

As a Group, we recognise the importance of supporting platforms, events, and initiatives that create shared value for both communities and the business. Sponsorships form a key part of our brand, marketing, and stakeholder engagement strategy.

In line with sound corporate governance principles and the need for disciplined resource allocation, all sponsorship engagements will be managed through a formal, standardised process to ensure consistency, transparency, and strategic alignment.

What qualifies as sponsorship?

Sponsorship refers to support provided in exchange for defined brand, marketing, or commercial value. This may include brand visibility, audience access, partnership rights, media exposure, or other measurable returns.

Our approach

All sponsorship requests will be:

- Centrally coordinated through the Sponsorship Committee
- Evaluated against brand, marketing, and commercial objectives
- Assessed based on audience reach, alignment to brand strategy, and return on investment
- Reviewed within a formal governance framework to ensure consistency and accountability
- All submissions will be evaluated by the Sponsorship Committee, which is mandated to review and approve sponsorship requests in line with Group objectives.

Submission process and timelines

- All sponsorship applications must be submitted through the official channel:
sponsorship@nicomw.com
- This is the sole channel through which sponsorship requests will be considered.
- Kindly refrain from forwarding requests to any other address or individual.
- Requests submitted within 30 days of the proposed initiative will not be considered.
- Last-minute requests do not provide sufficient time to realise meaningful brand value and will therefore not be considered.

- A minimum lead time of 30 days is required for all requests to be responded to.
- The Sponsorship Committee convenes on the last Friday of each month to review all submitted proposals.
- Submissions received after the monthly cut-off will be deferred to the following review cycle.
- Applications that miss the review window will only be considered at the subsequent monthly sitting.

Evaluation and prioritisation

All sponsorship requests will be assessed in line with ONE NICO's brand priorities, marketing strategy, and available resources.

Submission does not guarantee support.

Our commitment

NICO Group is committed to ensuring that all sponsorship investments are strategic, well-governed, and deliver clear value to both the organisation and its partners.

ONE NICO actively develops and implements its own sponsorship, CSR, and stakeholder engagement initiatives as part of its ongoing strategic agenda. Submission of any proposal does not confer exclusivity, ownership, or rights over similar or related concepts that may already exist within the Group or may be independently developed in the future. Where alignment exists, ONE NICO may engage proposers further for potential collaboration or implementation partnerships, subject to due diligence and governance approval.

