

SPONSORSHIP GUIDELINES



Thank you for your interest in partnering with Alterna Savings. Please note that submitted applications will be evaluated against Alterna Savings' Sponsorship Criteria as outlined on alterna.ca.

Submitted applications will be reviewed by the Alterna Savings Sponsorship Committee. The application form will be the main decision making factor to grant or deny sponsorship support. To ensure a fair evaluation, make sure your application is filled out completely with all the requested information.

Please note that Alterna Savings is on a secure email network and sometimes emails get tagged as spam and don't come through to our sponsorship mailbox. If you have not received an email confirmation stating receipt of your application within 5 business days please follow up so a Committee member can confirm it has been received or request it to be resent.

All applications must be accompanied by Alterna Savings' official application form as provided on alterna.ca. Requests received by telephone, fax, mail, or email - without the application form attached - will not be considered.

Alterna Savings does not provide funding to the following:

- Organizations or events not open to members of the general public
- Events where individual ticket prices exceed \$100
- Organizations that discriminate on the basis of race, national or ethnic origin, color, religion, age, sex, sexual orientation, marital status, family status, veteran status, disability or other characteristics protected by law
- Individuals and families
- Political, advocacy, fraternal, labor and veterans groups
- Religious organizations, (some exceptions may be made for programs that support and are open to, the general community)
- Fundraising Galas or events that are similar and fall into this category
- Table purchases for an event

Make sure to identify marketing opportunities that come with your sponsorship, where you think Alterna Savings will be interested in leveraging. You can list this on pages 3 and 4 of the sponsorship application.

Please remember that Alterna Savings represents over 100,000 members in communities across Ontario and receives a great number of asks from worthy causes. Each year we examine every opportunity to identify those with the greatest impacts.

Note: The Alterna Savings Sponsorship strategy recognizes that it is important to support a wide variety of organizations, having been supported in the past by Alterna Savings does not influence the decision of the Sponsorship Committee.