

Sponsorships Application

We encourage you to review our corporate giving eligibility criteria for sponsorships at www.wearealberta.ca.

Name of Organization: _____

Contact Name: _____

Title/Role: _____

Mailing Address: _____

City: _____ **Province:** _____

Postal Code _____ **Contact Number:** _____

Email: _____

Charitable Sponsorship Number (if applicable) _____

What is the primary focus of your organization or the event?

Tell us about your event, activity or sponsorship request?

Level/type of support from ATB Financial (in-kind etc)?

Tell us about your overall event/program funding objectives including other expected sources of funding?

When are you planning to hold the event?

List all confirmed sponsors.

List names of officers and members of the event/program planning board.

Has ATB contributed to your organization in the past?

Are you a United Way member Agency?

Please include the following information in your proposal:

- Impact the program/event will have on the community.
- Identify 3 measurable indicators to show the project has been successful. Please be specific.
- Identify how the event links to 1 or 3 of ATB's 3 Corporate Social Responsibility Pillars
 - Health and Wellbeing
 - Community and Social Development
 - Children and Youth
- Please describe any charitable components to the event/program.
- Explain how ATB will be profiled pre-event and during the event:
 - Signage
 - Onsite promotion
 - Media campaign
- Explain any charitable elements being developed for the event. Are there opportunities for ATB Financial to partner with the charity/event?
- Identify opportunities for ATB Financial to host customers and prospects.
- Identify any opportunities for ATB Financial associates to participate in the program, such as volunteer work, or ticket discount programs.

Application Directions

ATB Financial will review all requests received within 8 weeks. Due to the large number of requests for sponsorships, ATB Financial must limit its support to those opportunities most consistent with the company's focus.

As a rule, ATB Financial funds one program and/or event per organization per budget year, unless special circumstances can be demonstrated.

ATB Financial recommends that you make the request in writing and at least 3 months in advance of the event or community program where the request has a corporate or provincial focus.

Please forward requests for sponsorships to:

For local sponsorships, please submit your application to your local ATB Financial Branch Manager.

For sponsorship requests with a corporate or provincial focus, please submit to the Event Marketing Manager, 15th Floor, ATB Place 9888 Jasper Avenue, Edmonton, AB, T5J 1P1 or Fax: 780-408-7373.

Inquiries Welcome

E-Mail: Please e-mail any questions to corporategiving@atb.com

A response will be sent within two business days.