

## COMMUNITY SPONSORSHIP AND DONATION ELIGIBILITY & GUIDELINES

Community Sponsorship and Donation opportunities are abundant in the communities where we live and serve. Our goal is to focus our support on the areas where we can have the greatest positive impact and exposure in addition to the best representation of North Parkland Power Co-op and the community event.

Community Sponsorship and Donation requests vary significantly. Due to budgetary limitations, financial contributions are carefully weighed based on the following criteria and will be considered on a first responder basis.

### **KEY PRINCIPLE:**

Community Sponsorships or Donations MUST be held within our operating area.

### **DONATIONS:**

North Parkland Power Co-op provides donations for eligible events and organizations that meet criteria. Donations may also be in the form of gift baskets for the purposes of door prizes or auctions items.

### **SPONSORSHIPS:**

Community Sponsorship submissions are capped at a maximum of \$1,000.00 per event or program. Every attempt will be made to ensure equal exposure in the counties that we serve.

### **CRITIA:**

Consideration will be given to Community Sponsorship or Donation proposals that demonstrate at least two (2) of the following criteria. The professionalism of proposals is integral to the quality of the Community Sponsorship or Donation request. Greater consideration will be given to those who emphasize the following.

- ▶ **Youth Involvement:** The initiative is youth-driven or involves youth aged 17 and under.
- ▶ **Mentoring and Development:** The program incorporates mentoring or development opportunities.
- ▶ **Marketing and Exposure:** The initiative provides maximum marketing exposure, including media coverage, community relations activities, or member development opportunities.
- ▶ **Cross-promotion:** Inclusion of co-sponsors, suppliers, or affiliates in innovative ways, clearly outlining how North Parkland Power Co-op will be promoted.
- ▶ **Mutual Benefit:** Opportunities that benefit both parties and create new opportunities, including complimentary event tickets, community sponsor mentions on promotional materials, program advertising, and/or signage with strategic placement.
- ▶ **Name Branding:** Opportunities for event or program name branding

Submission of Community Sponsorship and Donation requests will be accepted throughout the calendar year. North Parkland Power Co-op will review the requests and will notify the successful applicants.

### **SUBMISSION:**

Submissions can be made by completing the Community Sponsorship or Donation request form. The form can be found on our website <https://www.npprea.ca/community> and can be emailed, mail or dropped off at our office.

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