



DESJARDINS GROUP SPONSORSHIP APPLICATION FORM

APPLY FOR A PARTNER SPONSORSHIP WITH DESJARDINS GROUP

Step 1: Read the information regarding Desjardins Group's institutional partner sponsorships on pages 1 and 2.

Step 2: Complete and send us the sponsorship application form available on page 3.

ABOUT DESJARDINS'S INSTITUTIONAL PARTNER SPONSORSHIP

1- MONEY WORKING FOR PEOPLE

Desjardins Group is actively involved in the community and with members and clients. Through sponsorship investments, we facilitate access to education and culture, and we promote cooperative values and healthy lifestyles.

We also participate in projects that reflect our development priorities and our members' concerns.

Putting our human and financial resources to work for people is a way to cooperate in building the future and contribute to the economic and social well-being of individuals and communities.

2- FOCUS AREAS

We prioritize partner sponsorships that correspond to our values and strategic objectives. We have elected to focus our investments in the following four areas:

- **Education:** We support education in various ways, including funding organizations that promote financial security and literacy, skills development, research and innovation and economic development.
- **Cooperation:** We get involved with initiatives that promote the cooperative model and personal commitment. We are a key player with a strong presence throughout the territory.
- **Health and healthy lifestyle:** We promote health and healthy lifestyles by funding programs that encourage quality of life as well as the physical and mental well-being of individuals and communities.
- **Culture:** We collaborate on cultural events to introduce youth to culture, prepare the artists of the future and encourage creativity.

3- WHERE TO SEND YOUR APPLICATION

All applications must be sent to the appropriate place, based on scope:

- A request with a local scope, reaching members and the population in the territory of a particular caisse or a limited number of caisses, must be sent to the caisse nearest the applicant's head office (<http://www.desjardins.com/ca/locator/index.jsp>).
- A request with a regional, provincial or national scope must be sent to the address indicated on page 3.

4- ELIGIBILITY CRITERIA

In addition to relating to one of the above-mentioned focus areas, applicant organizations must meet the following criteria:

- Offer exclusivity in the area of financial institutions or one of the following areas: banks, insurance or credit cards, except if the sponsorship is for the cooperate sector.
- Address one or more target audiences or markets about our development priorities.
- Be a member or client of Desjardins.
- Offer visibility or business opportunities to the advantage of both parties, where the benefits are specific and measurable.
- Contribute to economic growth and promote sustainable development.

5- EXCLUSIONS

The following requests are not eligible for financial support at the provincial or national level:

- Personal projects involving a single individual
- Projects aimed at funding the production of a product or work
- Video, DVD and film productions that are not educational in nature
- Requests from organizations in a precarious financial situation
- Trips and excursions
- Activities outside of Canada
- Projects related to a political party or candidate belonging to a political party, religious group or lobby group
- Applications submitted in the form of circular letters and reply coupons
- Activities promoting alcohol consumption
- Golf tournament tickets and foursomes
- Applications received less than three months before the start of the project

6- APPLICATION PROCESSING TIME

Applicants can usually expect to receive an answer within four to six weeks.



Desjardins

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How to complete a sponsorship application form for Desjardins Group:

1. Read the information document on Desjardins Group's institutional partner sponsorships (on pages 1 and 2 of this document) to ensure that your proposal complies with our:

- focus areas
- exclusions

2. Fill out all the fields below.

3. Attach the following documents:

- Project description
- Estimated budget
- Visibility plan and advantages offered

4. Send the form:

- by email: sponsorships@desjardins.com
- by mail:
Desjardins Group, Sponsorships Department
150, rue des Commandeurs, 5^e étage, MC 02, Lévis, Québec G6V 6P8

Name of event:

Name of organization:

Full address of organization:

Telephone:

Fax:

Email:

Name and role of applicant:

Event location :

Number of people targeted by the event or activity:

Start date:

End date:

Total amount requested:

Is the organization a member or client of Desjardins? : ☐ Yes ☐ No

If so, name the caisse or Desjardins Business centre:

We will contact you within four to six weeks of receiving your application.