

**Important**

Remember to attach the required documents to your application (see the list under Point 5).

## 1. General information

**Your organization:** \_\_\_\_\_

*(Official name registered in the Enterprise Register)*
**Person in charge of the initiative and authorized to sign documents:**

(Name) \_\_\_\_\_ (Position) \_\_\_\_\_

**About your organization:**

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Organization's mission:****What is your organization's sector of activity?**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Education                                  | <input type="checkbox"/> Culture              | <input type="checkbox"/> Health and wellness |
| <input type="checkbox"/> Cooperative                                | <input type="checkbox"/> Economic development | <input type="checkbox"/> Other: _____        |
| <input type="checkbox"/> Humanitarian aid<br>and community services |   |  |

**Is your organization a Desjardins member?**  Yes  No If yes, please enter the account number: 815- \_\_\_\_\_  
*(Transit)* *(Folio)*

## 2. Information about the project or event

**Name of project or event:** \_\_\_\_\_

**Date(s) and duration:** \_\_\_\_\_

**Which area(s) would this partnership initiative cover?**

| REGIONAL FOCUS<br>(check the area(s) targeted):   | or | LOCAL FOCUS<br>(check the area(s) targeted):  |
|---|----|---|
| <input type="checkbox"/> Abitibi-Témiscamingue<br><input type="checkbox"/> Nord-du-Québec |    | <input type="checkbox"/> Abitibi RCM<br><input type="checkbox"/> Abitibi-Ouest RCM<br><input type="checkbox"/> Rouyn-Noranda RCM<br><input type="checkbox"/> Témiscamingue RCM<br><br><input type="checkbox"/> Vallée-de-l'Or RCM<br><input type="checkbox"/> James Bay<br>Or enter the specific locality(ies):<br>_____<br>_____ |

Give a brief description of the project or event:

What are the goals of this project or event?

How many people will the project or event reach? \_\_\_\_\_

Describe the types of clients who could benefit from your services or this project/event:

Number of volunteers: \_\_\_\_\_ Duration of the proposed agreement: \_\_\_\_\_

Describe the social, economic and/or community impacts of your project and explain why this initiative should receive a contribution from Desjardins:

### 3. Costs

Total cost of the project: \$ \_\_\_\_\_ Your contribution request: \$ \_\_\_\_\_

Are any other partners involved in the project?  Yes  No

If yes, please provide their names and describe their involvement:

|  |  |
|--|--|
|  |  |
|  |  |
|  |  |

### 4. Visibility plan

Are you offering Desjardins exclusivity within the financial services sector?  Yes  No

What sponsorship level are you looking for?

Principal partner  Presenting partner  Major partner/collaborator  Supporting partner

**IF YOU'RE REQUESTING LESS THAN \$1,000, COMPLETE THIS SECTION:**

Describe the visibility channels you'll be offering Desjardins: (E.g., Promotional material, ad campaigns, posters, public relations, social media)

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|--|
|  |
|--|

What are the benefits for Desjardins?

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|  |
|--|

**IF YOU'RE REQUESTING \$1,000 OR MORE, COMPLETE THIS SECTION:**

Please provide as much information as possible, but only answer the questions that apply to your request.

a) Visibility for Desjardins at your organization's offices (if applicable):

|                | QUANTITY – FORMAT(S) – LOCATION |
|----------------|---------------------------------|
| <b>Posters</b> | Specify:                        |
| <b>Banners</b> | Specify:                        |
| <b>Other</b>   | Specify:                        |

Estimate how many people you expect this visibility to reach for the duration of the partnership:

|  |
|--|
|  |
|--|

b) Off-site visibility for Desjardins from advertising before, during and after the project or event:

|   | NAME OF NEWSPAPER – CIRCULATION – FORMAT(S) – SPACE ALLOCATED FOR VISIBILITY          |
|---|---|
| <b>Newspaper advertising</b>  | Please describe:  |
|   | QUANTITY – FORMAT(S) – TRAFFIC – LOCATION – SPACE ALLOCATED FOR VISIBILITY – DURATION |
| <b>Posters / banners</b>  | Specify:  |
| <b>Promotional items (folders, brochures, tickets, etc.)</b>                                  | Specify:  |
| <b>Electronic media (websites, social media, newsletters, external websites, email, etc.)</b> | Specify:  |
| <b>Media relations</b>  | Specify:  |
| <b>Other (billboards, radio, television, etc.)</b>  | Specify:  |

c) On-site visibility for Desjardins during the project or event:

|   | QUANTITY – FORMAT(S) – LOCATION – SPACE ALLOCATED FOR VISIBILITY |
|---|--|
| <b>Posters / banners</b>                      | Specify:   |
| <b>Other (stage, promotional items, etc.)</b> | Specify:   |

Estimate the total number of people you expect to take part in the project or event:

d) Will Desjardins have a reserved space during the event to meet with their members, employees and potential members (booth or similar)?

Where would this reserved space be located? (give a description or a floor plan): \_\_\_\_\_

Size of the reserved space: \_\_\_\_\_

Material required: \_\_\_\_\_

Material provided by your organization, if applicable (tables, chairs, etc.): \_\_\_\_\_

Number of complimentary tickets offered: \_\_\_\_\_

## 5. More informations:

Is there any other information you'd like to add to support your request?

**Please include the following with all requests:**

- A detailed budget for your project/event
- A detailed visibility plan
- A list of board member names and contact information (name, email, and phone number).

### Deadlines:

**Desjardins needs enough time to study your partnership request and possibly plan related business activities. Therefore, we must receive requests by these deadlines:**

- Requests for less than \$1,000: at least 4 weeks before the date you need an answer
- Requests for \$1,000 and more: at least 12 weeks before the date you need an answer

**Important: If your request is incomplete or doesn't respect these deadlines, it will be rejected.**

**Please send your completed form,  
detailed budget and visibility plan to**

**François Prévost**

Director, Support for Executive Management, Member Experience, and Communications  
[francois.prevost@desjardins.com](mailto:francois.prevost@desjardins.com)