

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?

☐ Education

☐ Cooperative

☐ Humanitarian aid
and community services

☐ Culture

☐ Economic development

☐ Health and wellness

☐ Other: _____

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 [check the area(s) targeted]:	or	LOCAL FOCUS [check the area(s) targeted]:
☐ Abitibi-Témiscamingue ☐ Nord-du-Québec		☐ Abitibi RCM ☐ Abitibi-Ouest RCM ☐ Rouyn-Noranda RCM ☐ Témiscamingue RCM ☐ Vallée-de-l'Or RCM ☐ James Bay Or enter the specific locality(ies): _____ _____

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)

What are the benefits for Desjardins?

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

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

	QUANTITY – FORMAT(S) – LOCATION – SPACE ALLOCATED FOR VISIBILITY
Posters / banners	Specify:
Other (stage, promotional items, etc.)	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**

Guyline Bordeleau
Officer, Communications
guyline.bordeleau@desjardins.com

 **Desjardins**
Caisse de l'Abitibi-Ouest