

# Sponsorship Application

Through our community sponsorships, Westminster Savings provides support for active living and arts-based events and programs in the communities where we live and work. We define community sponsorships as events and programs that benefit our local communities and provide Westminster Savings with significant marketing and recognition opportunities.



Before submitting your application for sponsorship, please review our sponsorship guidelines and familiarize yourself with the distinction between corporate sponsorships and Westminster Savings Foundation grants.

## ELIGIBILITY

### WHAT ACTIVITIES WESTMINSTER SAVING SPONSORS

- Community events, programs and activities that promote engagement with the arts, enriching the lives of individuals and families and helping create rich and diverse communities
- Community events, programs or activities that promote active living and enhance overall physical, mental and emotional health
- Events and programs that build community, transcend cultural boundaries, promote diversity and equality, address barriers to participation, provide hands-on engagement and promote social connectedness through the arts and/or recreational opportunities

#### *In addition:*

- Events/programs must provide Westminster Savings with significant marketing and recognition opportunities (advertising and promotion, on-site access, etc)
- Applicant organizations and events must be located in the communities served by Westminster Savings (White Rock, Surrey, Cloverdale, Langley, Burnaby, Maple Ridge, Pitt Meadows, Tricities and New Westminster)
- Events/programs should respond to identified community issues and priorities and address access and inclusiveness where appropriate
- Event/program organizers must be able to demonstrate significant and appropriate support from the local community, including other funding sources
- The applicant organization must demonstrate fiscal responsibility and effective management
- The applicant organization should demonstrate inclusiveness and respect for cultural diversity

## WHAT WESTMINSTER SAVINGS DOES NOT SPONSOR (INELIGIBLE REQUESTS)

- For-profit organizations
- Charitable projects/programs (please refer to our [Westminster Savings Foundation grant guidelines](#) to apply for funding for charitable programs)
- Events taking place in municipalities outside of Westminster Savings trade areas (White Rock, Surrey, Cloverdale, Langley, Burnaby, Maple Ridge, Pitt Meadows, Tricities and New Westminster)
- Religious organizations—except for non-denominational activities and services that are open to all persons
- Touring, hospitality or travel costs (e.g. transportation fare, meals, accommodation)
- Contests, tournaments or competitions
- Individuals (e.g. artists or athletes)
- Conferences or training
- Fundraisers or gala events
- Capital endowment campaigns
- Fundraising walks, marathons, challenges
- Requests for retroactive funding

[How to apply](#) ▶

## HOW TO APPLY

After reviewing the Westminster Savings sponsorship eligibility criteria, please submit your application by providing answers to the questions below in a separate document. We will only review requests that have completed our application form. Applications are accepted year-round but must be submitted at least three months before the event.

Once complete, please submit your Sponsorship Application to [sponsorships@wscu.com](mailto:sponsorships@wscu.com).

When you've submitted your application, Westminster Savings will typically review it within 6 weeks. We may contact you if we have additional questions. All applicants will be notified via email as to our decision. Due to the volume of requests received, we will not be able to answer inquiries as to the status of your application.

### Section One: Organization Information

1. Date of submission
2. Name of organization
3. Contact name(s)
4. Contact address & phone number
5. Email address
6. Website address

### Section Two: Organization Profile

1. Briefly tell us about your organization.
2. Does your organization hold any accounts/relationships with Westminster Savings? If yes, please provide details.
3. List any Westminster Savings employees or Board members currently involved with your organization.

### Section Three: Project Request

1. What is the event/program you are applying for? Date?
2. Amount requested.
3. Funding required by what date?
4. Have you received funding from Westminster Savings in the past? If yes, please describe the project and the amount of funding received.
5. Have you discussed this opportunity with anyone from Westminster Savings? If yes, please identify.
6. Who is the target audience and what is the expected attendance?
7. Are there specific sponsorship and recognition level opportunities? Provide details or attach a sponsorship package if available.
8. Please describe your plans to promote the initiative and how Westminster Savings might be included in these promotions.
9. Are there any other financial institution sponsors of this initiative and/or involved with your organization?
10. Are there opportunities for Westminster Savings employees or members to volunteer or otherwise engage with the event/program?