

North Parkland Power REA SPONSORSHIP POLICY

GUIDELINES & ELIGIBILITY

Sponsorship opportunities are abundant in the communities where we live and conduct business. 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 REA and the community event.

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

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 three Counties that we serve.

KEY PRINCIPLE:

Event or sponsorship **MUST** be held within our operating area which consists of Lac La Biche County, Sturgeon County & Thorhild County.

The following criteria will be measured when considering the organization seeking our support;

1st Round Qualification Criteria:

Building on our next generation, consideration will be given to sponsorship proposals that demonstrate at least two (2) of the following criteria;

- ✓ Event or program will have the element of Education;
- ✓ Is youth driven or involves youth, 17 years and under;
- ✓ Has the element of mentoring and/or development within the program.

2nd Round Qualification Criteria:

Professionalism of proposals are integral to the quality of the sponsorship request. Greater consideration will be given to those who emphasize the following;

- ✓ Provides maximum marketing exposure, inclusion of media, community relations activities or member development opportunities;
- ✓ Inclusion of co-sponsors, suppliers and affiliates in an innovative cross-promotional way, that clearly outlines how NPP will be promoted;
- ✓ Opportunities that benefit both parties and create new opportunities for both, inclusion of complimentary tickets to event / Sponsor mentions on promotional materials / Program advertising and/or signage and strategic placement of such.
- ✓ Opportunity for Name Branding of event.

IMPORTANT DATES

Submission of sponsorship requests will be accepted from October 1st to December 1st, each calendar year. Notification to successful applicants will occur no later than December 31st for events taking place in the upcoming calendar year.

SUBMISSION

Submissions can be made by email, mail or dropped off at our office.

MAIL
North Parkland Power REA
C/O General Manager
PO Box 509
Thorhild, Alberta T0A 3J0

DROP OFF
North Parkland Power REA
C/O General Manager
600—2nd Avenue
Thorhild, Alberta T0A 3J0

E-MAIL
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If you have further questions, please contact us at 780-398-2000.