

ATB Financial sponsorship criteria & guidelines

Please review the criteria and exceptions outlined in this document prior to submitting a sponsorship application. Please note that our fiscal year is April 1-March 31, aligning with the Government of Alberta.

ATB is working hard to maximize our impact. We are proactively looking for opportunities to partner with organizations that strengthen communities where we work and live. It is important to us to ensure our support has a measurable positive impact for Albertans.

Please read the following descriptions to determine whether you should apply for a sponsorship or a donation.

Sponsorships are strategic partnerships negotiated with an organization or event planners to help build goodwill and grow brand recognition. ATB Financial sponsors events primarily for marketing purposes. While the activity may support a charitable cause, ATB receives negotiated recognition.

Donations are financial contributions to a charitable organization based on the benefit to the community and without expectation of a return on investment.

To be eligible for funding from ATB Financial, organizations and projects must meet the following criteria:

- All applications for sponsorship must be submitted a minimum of 90 days or three months prior to the first day of the event/partnership opportunity
- Organizations and causes must clearly benefit Albertans
- Funds must support at least one of our giving focuses (Arts & Culture, Community & Social Development and Sports & Wellness)
- Organizations and projects must demonstrate compliance with relevant laws and regulations, fair and ethical treatment of employees and customers
- Must be able to demonstrate need and show direct impact
- Perceived need must be compelling and not duplicate existing services or facilities

ATB does not provide funding for:

- Advertising or marketing costs
- Advocacy groups or lobbying organizations
- Competition fees
- Educational institutions and schools, except for initiatives that fall outside of general expenses (e.g. breakfast programs, playgrounds)

- Facility capital costs
- Film, video, televisions and book productions
- Individuals or individual pursuits
- Mass mailings or solicitations
- Operating costs (furniture, supplies, staff salaries, facility rental, etc.)
- Organizations located outside of Alberta, or whose primary activities are outside Alberta
- Political groups or events
- Private clubs funded through membership fees
- Private schools
- Projects that are part of the ongoing responsibility of governments (e.g. schools, health, programs, municipal programs, etc.)
- Religious groups or events (except where they represent non-denominational community and social support services)
- Stand-alone research
- Student or alumni associations
- Third-party fundraisers or professional solicitors
- Travel, accommodations, meal expenses, field trips, tours

ATB does not typically provide funding for:

- Building or facilities naming
- Conferences, forums, trade shows, conventions, seminars
- Fundraising events
- Golf tournaments
- Sports teams, with the exception of elite level teams competing at an inter-provincial or national level (e.g. University and WHL teams)