



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:

- Applications must be submitted at minimum of 90 days or three months prior to the start of the event or initiative
- Applications must clearly connect to one of our focus areas (Arts & Culture, Community & Social Development, Sports & Wellness and Business Markets)
- Applications must clearly benefit Albertans and Alberta's communities
- Events and organizations must be able to communicate results and impact from funding
- Applications must demonstrate an event, initiative or organization's commitment to inclusion, diversity and equitable representation for all Albertans
- Applications must demonstrate an event, initiative or organization's commitment to providing safe, secure and respectful event environments for all Albertans



ATB does not provide funding for:

- Building or facility naming rights
- Fundraising events
- Advocacy groups or lobbying organizations
- Political groups or events
- Religious groups or events
- Amateur sports teams
- Private clubs funded through membership fees
- Competition fees
- Facility capital costs
- Film, video, television or book productions
- Mass mailings or solicitations

Do you support a culture of belonging?

ATB Financial recognizes the value in our diversity and is committed to raising the level of inclusion, diversity and equity in our communities to be representative of all Albertans. We're interested in understanding how your event, initiative or organization is committed to uplifting and making belonging possible for all Albertans. Here are some of the questions you will be asked in your application:

- If you are requesting funding for an event, have you considered making it accessible for Albertans with physical disabilities and socioeconomic barriers?
- Please explain how you are ensuring it is accessible?
- Please indicate if the makeup of your vendors, speakers and/or venue selection includes members of historically underrepresented groups e.g. women, Black persons, Indigenous people, People of colour, persons with disabilities LGBTIQ2S+ and gender diverse individuals.
- Please tell us which groups are represented.
- Does your organization prioritize the needs of historically underserved communities? E.g. Rural communities, communities with disabilities, racialized Albertans (i.e. People of colour), etc.
- Please explain how your organization prioritizes the needs of historically underserved communities?



- Does your organization keep up with knowledge on diversity, equity and inclusion?
- Please explain how your organization keeps up with this knowledge?

Do you support Safer Spaces?

ATB Financial recognizes that not all places can be safe 100% of the time for 100% of the people, but we remain committed to ensuring Albertans feel more safe, secure, and respected in our sponsored event environments, whether they are participating as spectators, volunteers, vendors or organizers. We're interested in understanding how your event, initiative or organization is committed to uplifting and making safety possible for all Albertans. Should your event or organization be considered for an ATB sponsorship, here are the questions you will be asked.

- Does your event or organization have a code of conduct?
- How will people participating in your event or initiative be kept safer?