

## Request for Corporate Sponsorship and/or Promotional Product Donation

As not-for-profit organization with a vested interest in the well-being of our fellow Manitobans, Manitoba Blue Cross understands the importance of being a good corporate citizen.

For over 40 years, Manitoba Blue Cross has been a supportive member of its community through The Colour of Caring program. We are involved in a broad range of causes and our support takes the form of sponsorships, donations, participation and corporate merchandise. Please follow the below guidelines when submitting an application for assistance of this kind.

### Requirements:

Manitoba Blue Cross is proud of its community involvement. The communities in which we live and work are a significant component of our business and we are committed to supporting them in a way that is consistent with our guiding principles.

To be considered for sponsorship, you must be:

- ✓ based in Manitoba
- ✓ a registered charity or not-for-profit organization

In addition, your cause must fall under one of our four Colour of Caring pillars:

- Manitoba Medical Service Foundation
- Wellness
- Community Development
- Health Care Projects

### Evaluation Criteria:

- ✓ Is the event or program consistent with Manitoba Blue Cross's mission and values?
- ✓ Does the event or program further our business goals and objectives by building understanding of our role, messages and products?
- ✓ Does the event or program provide a cost-effective means of reaching our key audiences?
- ✓ Does the event or program provide opportunities to demonstrate corporate citizenship and leadership – for example through title sponsorship, media coverage or promotion?

In general, Manitoba Blue Cross does not provide support to the following:

- Individuals and individual pursuits
- For-profit enterprises
- Charities supported by an umbrella organization we already fund
- Political, fraternal, religious, or sectarian organizations
- Contract fundraisers or lobbyists
- Capital projects

**Please note:** Some requests that meet all the criteria may be turned down due to time constraints, limited budget or because we are addressing your cause in another way.



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<b>Organization name:</b>	<b>Application Date:</b>
<b>Event/Program location:</b>	
<b>Address:</b>	<b>Postal Code:</b>
<b>Contact:</b>	<b>Phone:</b>
<b>Email address:</b>	<b>Fax:</b>

- Name of event, program or project: \_\_\_\_\_
- Brief description of the event, program or project: \_\_\_\_\_  
\_\_\_\_\_
- Objectives of event, program or project: \_\_\_\_\_  
\_\_\_\_\_
- Dollar amount requested from Manitoba Blue Cross: \_\_\_\_\_ OR  Promotional product donation

**If applying for Corporate Sponsorship, please also complete the following section:**

- How will our funding be applied to the event, program or project? \_\_\_\_\_  
\_\_\_\_\_
- How will your event or program help build an understanding of Manitoba's role, messages and products?  
\_\_\_\_\_
- In what ways will this event provide opportunities for Manitoba Blue Cross to demonstrate corporate citizenship and leadership?
 

<input type="checkbox"/> Table/Booth	<input type="checkbox"/> Media Coverage (Radio/Television)	<input type="checkbox"/> Recognition in Newsletter
<input type="checkbox"/> Manitoba Blue Cross Signage at Event	<input type="checkbox"/> Ad in Event Program	<input type="checkbox"/> Spokesperson
<input type="checkbox"/> Display of Brochures/Print Materials	<input type="checkbox"/> Logo on Promotion Materials	<input type="checkbox"/> News Release Recognition
<input type="checkbox"/> Corporate Tickets	<input type="checkbox"/> Website Acknowledgment	<input type="checkbox"/> Title Sponsorship
<input type="checkbox"/> Corporate Table		<input type="checkbox"/> Contest/Promotions

Completing this application is the first step in requesting community funding from Manitoba Blue Cross. Please submit this application by email or regular mail to the contact address below. We accept requests throughout the year; however, we encourage you to apply by September 30 of the year prior to your event. As a not-for-profit organization, our budget is limited. Some requests that meet all the criteria may be turned down due to time constraints, budgetary restrictions or because we are addressing your cause in another way.

**Contact Information**

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Phone: 204.788.6817  
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Manitoba Blue Cross  
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