

# **Guidelines & Eligibility**

## **What is Sponsorship?**

Sponsorship is the procurement of the right to associate the SK Group name, products or services with the sponsored organization's service, product or activity in return for negotiated benefits. Sponsorship rights can be acquired through the providing of in-kind goods or services and on occasion financial contributions. Sponsorship is not a donation. Sponsorship is a business relationship in which both the Sponsor as well as SK Group should benefit.

## **What is a Donation?**

Donation is the procurement of a gift; in the form of products or services. A donation is given with the knowledge that SK Group will receive little to no commercial return.

Programs that discriminate or restrict access based on things like race, colour, religion or creed, sexual orientation, gender identity or disability among others will not be eligible for sponsorship through SK Group.

## **We Fund**

- Sports Teams of varied levels
- Events
- Golf Tournaments
- Projects or programs that take place within our community and its surrounding area
- Charitable organizations that provide direct community service

## **We Do Not Fund**

- Organizations that we already support, directly or indirectly.
- Political organizations or social issues where our brand would be associated with any particular stance that conflicts with our corporate values
- Individual pursuits
- Religious organizations, unless they are engaged in a significant project benefiting the entire community

- Endowment or memorial campaigns
- Travel-related events, including student trips or tours
- The publication of books or movie productions
- Private foundations

ALL APPLICATIONS MUST BE SUBMITTED A MINIMUM OF 45 DAYS BEFORE THE  
EVENT DATE.

### **Submitting your application**

If after reviewing our guidelines and policies for sponsorship/donation, you believe you meet our criteria, please continue to our sponsorship application to formally submit your bid. Every application will be acknowledged and successful candidates will be notified no later than 2 weeks after their review. Regrettably SK Group is only able to support a limited number of the many applications we receive on a regular basis. However, all applications will be given a fair opportunity. If you are a successful candidate you will receive an email with directions on how to proceed with your donation/sponsorship. Please print this email out and bring it with you when you come to pick up your donation, or for your scheduled appointment with our sales team. Successful applicants will be expected to sign a formal letter of agreement or contract for sponsorship's greater than \$1500.00. The formal letter or contract will detail the expectations of the successful applicant as well as SK Group, the term in which the sponsorship will last and any other additional information negotiated between the successful candidate and SK Group.