



Application for Donation and Sponsorship Form

This form supports applications for Donations and/or Sponsorships in accordance with the Town of Hay River's Donations and Sponsorships Policy (Policy #:)

Today's Date: (mm/dd/yyyy)			
Name: (Person/Organization)		Charitable Organization # (If applicable)	
Mailing Address:			
Primary Contact: (Name, Title, Ph. & Email)			
Event Title:			
Event Summary: (activities; expected outcomes)			
Start & End Dates:			

Application Type

Donation ☐ Yes ☐ No

Donations refer to in-kind contributions only that might include providing promotional items, Town services, Town equipment and materials, and waiver of facility user/rental fees.

Sponsorship ☐ Yes ☐ No

Sponsorships refer to financial or in-kind contributions that offer a promotional opportunity for the Town.



Eligibility Criteria

Please answer each question

Donations and Sponsorships:

1. Is your organization in good financial standing with the Town of Hay River? ☐Yes ☐No
2. Is the event not a local tournament or Territorial Championship? ☐Yes ☐No
3. Is the request not for a reduction or elimination of a facility rental fees? ☐Yes ☐No

Donations:

1. Is your organization based out of Hay River? ☐Yes ☐No
2. Is your event taking place within Hay River? ☐Yes ☐No
3. Will all monies raised be used or distributed within the town of Hay River? ☐Yes ☐No
4. Will monies raised be used to support a Territorial or National Championship? ☐Yes ☐No
5. Is your organization not for profit? ☐Yes ☐No
6. Is the event funded by the Territorial or Federal Government? ☐Yes ☐No
7. Is the event part of your regular operations? ☐Yes ☐No

Evaluation Criteria

Please respond to each line item.

1. How many residents are estimated to directly benefit from the event?
2. What is the estimated number of participants and spectators at the event?
3. How many volunteers will be involved in the event?
4. Has your organization previously received a donation or sponsorship for this event from the Town of Hay River? If so, for how many years?
5. What impact will this project have on your organization?

<input type="checkbox"/> Yes <input type="checkbox"/> No
Number of years:

6. What impact will this project have on the community?

7. Please select the categories the donation and/or sponsorship will support:

- a) Arts
- b) Culture and Heritage
- c) Recreation and Health
- d) Environment
- e) Tourism
- f) Economic Development
- g) Community Development
- h) Youth
- i) Seniors

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Event Budget

Provide a complete budget for your event. Include all sources of revenue and all expenditures. Please place an asterisk beside the expenditure lines items that you are requesting to be funded through this donation or sponsorship request. If your request is for a financial sponsorship, please place an asterisk beside the associated revenue item.

Revenues:

Line Item	Amount	Source

**Expenditures:**

Line Item	Amount	Source

Sponsorship Benefits (Sponsorship Requests Only)

Please describe in detail how the Town of Hay River will be recognized through your event, including but not limited to: banners, advertisements, notices, etc.

Signature of Authorized Representative

Submission Date

Printed Name

Title



Donation and Sponsorship Rating Sheet (Town Usage)

Scoring	Scoring Criteria	Score	Weighting	Total Score
Pass Fail	Eligibility Criteria (must answer "Yes" to all Eligibility Criteria. Exceptional circumstances only for Reduction or Elimination of Facility Rental Fees)		N/A	
5=<5% of budget 4=<10% of budget 3=<25% of budget 2=<50% of budget 1=<100% of budget Fail = Exceeds available budget	Impact on Town O&M Sponsorship / Donations Budget		15	
5=Very High 4=High 3=Medium 2=Low 1=Poor	Alignment with Town of Hay River's Corporate Values, Goals, Strategies, and Plans		10	
5=Very High 4=High 3=Medium 2=Low 1=Poor	Degree of Benefit (Financial; Participants; Volunteers; Diversity; Culture) to the Community		10	
5=high 0=none	Importance of the contribution to the financial viability or success of event		5	
5=realistic 0=unrealistic	Event Budget Feasibility		5	
5=high 0=none	Impact the project will have on enhancing the organization's future operations (increase membership, improve quality of programs, enhance building)		3	
5=1st year 4=2nd year 3=3rd year 2=4th year 1=5 th + year	Funding received previously for same program (should be moving towards sustainability)		3	
	Combined Total Score:			
	Possible Total Score:			255
	Percent Score:			



Sponsorship or Donation Awarded:

☐ As Requested In-Full ☐ Denied

☐ Partial Approval:

Senior Administrative Officer

Date