

Sponsorship, Donations and Support Requests



The following information will explain our procedures and guidelines regarding sponsorships, donations and support. These procedures and guidelines are designed to assist you with your request.

Requests from schools looking for prizes and/or support, do not require SR-101 to be completed. Schools will be looked at on the basis of the reciprocal business and each request will be reviewed individually. All requests must be sent to Clary Hayes (Orian) and Amy Young (CWG) in the first instance, for review by the Sponsorship Committee.

Each year, we receive many requests for a variety of programs and events. While we are pleased that there are so many volunteers and organisations working to make a difference in our community, we are focused on those initiatives that align with our overall community investment priorities.

Our chosen charity for 2020 (chosen by votes from colleagues across all of our business) is **Great North Air Ambulance**, and this organisation and its efforts are the Group's primary focus for fundraising activities and events during the year. However, raising/donating money/items for alternative causes will be considered case-by-case, based on the guidelines below.

Guidelines

- All requests for support in the form of sponsorships, donations or tangible items for consideration by Cumbria Waste Group, or Orian Solutions, must be submitted through the form SR-101 (attached)
- The form must be filled out completely in order for your request to be considered.
- Your request for a sponsorship or donation item must be received by Cumbria Waste Group or Orian Solutions at least four (4) weeks prior to the day your organisation needs the item.
- Exclusions:
 - Religious Affiliations
 - Political Affiliations
 - Events that present a hazard to the community and/or environment
 - Events sponsored by a direct competitor
 - Events which offend or discriminate against minority community groups

Those requests meeting these specific guidelines and furthering our strategic goals and objectives will be considered. Please keep in mind that submitting a request does not guarantee that we can sponsor/donate to you/your organisation.

If you have read and understand the above sponsorship, donation and support guidelines, and your request meets the requirements, please complete SR-101 and return to Amy Young (Cumbria Waste Group), Clary Hayes (Orian Solutions) or Heather Grisedale (Group).

SR-101: Sponsorship, Donations or Support Request Form



Name of Requester		Date of request	DD/MM/YY
Requester's Telephone Number			
Requester's Email			
Organisation Name <i>(where applicable)</i>			
Organisation Web Address <i>(where applicable)</i>			
Is this Organisation an existing Customer?	Yes / No	Is this Organisation registered as a non-profit?	Yes / No
What geographic area does this organisation serve?			

Type of Request:

Charitable Donation	Amount:
Sponsorship	Amount:
Support (e.g. prizes for raffles, reciprocal support etc.)	Item(s): Please detail exactly what support you're looking for

How will the donation / sponsorship / support be used?	
What value/benefit will we (CWG or Orian) get from the donation / sponsorship / support? (e.g. advert, publicity in press/social media, new business etc.)	

Event Name <i>(where applicable)</i>			
Event Location <i>(where applicable)</i>		Event Date	DD/MM/YY
Event Brief Description <i>(where applicable)</i>			
Has this event ever been held before? <i>(where applicable)</i>	Yes / No		

By what date is the donation / sponsorship / support required?	
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Please return this form to:

Cumbria Waste Group:

Orian Solutions:

Or

Amy Young

Clary Hayes

Heather Grisedale

amy.young@cumbriawaste.co.uk

clary.hayes@orian.co.uk

heather.grisedale@cumbriawaste.co.uk