

# SPONSORSHIP TERMS & CONDITIONS



**All applicants must read and accept the following terms & conditions before applying to the sponsorship program.**

Types of projects that the Calgary Parking Authority supports:

- Transportation, mobility, and parking related projects and organizations
- Projects that benefit Calgarians
- Projects that are community based and inclusive in nature
- Projects must be undertaken within Calgary city limits

Types of projects that the Calgary Parking Authority does not support:

- Illegal, immoral or contentious activities
- Events or activities that are primarily for-profit or profit driven
- Projects based outside of Calgary city limits

How to apply for support:

- Fill out the online form
- Electronic forms can be emailed upon request
- Applications are not accepted in person or on-site

Acceptance process:

- All applications are reviewed within one week of submission
- Applicants will be contacted by email with a notification of a decline to fund or an invitation to continue in the application process
- Applicants who are invited to continue the application process will be asked to set up an in-person meeting with the program coordinators within a two week period of the notification
- Applicants who complete the in-person meeting will be notified within one week if they are accepted into the program or declined

Approval guidelines:

- Organizations must be related to the transportation, mobility, or parking fields
- Funds are allocated on a subjective and objective basis, and awarded solely at the discretion of the Calgary Parking Authority
- Successful applicants must agree to attend an in-person meeting with the program coordinators prior to receiving funding
- Successful applicants must attend the end of year wrap up event
- Successful applicants may be required to sign a waiver

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## Continued...

- Funding for a project can be revoked at any time and for any reason, including:
  - o if the sponsorship requirements are not met
  - o if the project strays from the application and agreed upon use
  - o if, in the sole opinion of the Calgary Parking Authority, there is or may be a negative impact to the Calgary Parking Authority due to continued affiliation with the project, organization, or recipient

### Onboarding process:

- An optional information session is offered once per year to all potential program applicants
- An in-person meeting with program coordinators is required before final approval and funds being awarded; significant parties to the project are required to attend
- A formal acceptance letter with key dates will be prepared and signed by all parties

### Reporting requirements:

- Successful applicants must agree to completing a quarterly report on the status of the project and how funds are being allocated
- Social media content (images, video, descriptions, etc.) on the project must be posted or provided to the Calgary Parking Authority for posting
- Successful applicants must submit a summary report at the end of the project

### Deadlines:

- The sponsorship program runs from January to December
- Applications can be submitted at any time, but projects must be scheduled to be completed within the calendar year
- Funds are allocated on a first come-first served basis to qualified and approved applicants, so funding can run out at any time during the year

### Media guidelines:

- Any media coverage (including online, print, radio, social media, etc.) garnered from the project or event must include mention that funding was provided by the Calgary Parking Authority

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## Continued...

- If you anticipate receiving media coverage related to the project or event, you are required to notify the Calgary Parking Authority at least 48 hours in advance (whenever possible)

### Copyright Materials:

- Use of the Calgary Parking Authority brand must be approved prior to use
- Any printed material must be reviewed by the Calgary Parking Authority before use
- As part of the annual report to the community, the Calgary Parking Authority reserves the right to publish information about the project, including on its social media accounts, website and as part of its annual report to the community
- The Calgary Parking Authority may retain any intellectual property rights as a result of funding

**I attest that I have read, understood, and agree to all terms and conditions outlined in this document.**

**I also attest that I have the authority to request funding, and to enter into a legal agreement on behalf of the organization.**

SIGNATURE OF APPLICANT

DATE

SIGNATURE OF WITNESS

DATE