



SPONSORSHIP PROGRAM Terms and Conditions

All applicants must read and accept the following terms and 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 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
 - o Electronic forms can be emailed upon request
 - o Applications are not accepted in person or on-site

Acceptance process:

- All applications are reviewed within two weeks of submission
- Applicants will be contacted by email with a notification of a decline to fund or a confirmation of funding

Approval guidelines:

- Organizations must be related to the transportation, mobility, or parking fields within Calgary
- Funds are allocated on a subjective and objective basis, and awarded solely at the discretion of the Calgary Parking Authority
- Successful applicants must attend the bi-annual awarding and wrap up events
- Successful applicants are required to sign a waiver
- Funding will only be distributed after all requirements are met, including permits and written property approvals (City of Calgary or private property)
- Sponsorship program feedback forms must be completed before the funding will be provided
- Successful applicants must include a branded CPA item on their project (colours, sticker, etc.)
- Funding for a project can be revoked at any time and for any reason, including without limitation:
 - 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 may be 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 an annual on-line survey on the status of the project and how funds are being allocated
- Social media content (images, video, descriptions, etc.) on the project (minimum of 2) must be posted or provided to the Calgary Parking Authority for posting

Deadlines:

- The Sponsorship Program runs annually from February 1 until the allotted budget has been fully distributed (December at the latest)
- Applications can be submitted at any time, but projects must be scheduled to be completed within the calendar 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
- 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 using CPA branding must be reviewed by the Calgary Parking Authority before use
- 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

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.

_____	_____	_____
Name of applicant	Signature of applicant	Date
_____	_____	_____
Name of witness	Signature of witness	Date