

Cermaq Canada

Community Sponsorship and Donation Guidelines and Application 2020



We are passionate. About fish and our communities.

We support the communities in which we live and work and we are committed to adding value. We spend over \$500,000 per year in community sponsorship, donation, in-kind funding and employee resources to support projects, programs or initiatives. We look to add value by supporting those events and programs which support both Cermaq's and the region's unique values and priorities.

Each community has specific needs, interests and passions. We look for those niches, and within that, work as an organization to add value while also achieving our goals to support the health of the community, the ecosystem and wild salmon.

We host farm tours, sponsor youth programs and events, and look for ways to enhance all of the good already happening in the community.

We look for partnership opportunities to work with local organizations who share our values and support habitat restoration, enhancement programs, youth education, and shoreline and ocean clean up initiatives.

Employee resources and expertise are available to provide support and guidance for community-based initiatives such as critical wild salmon enhancement work and projects, volunteer opportunities and other niches where our employees can help provide information or skills that will add value.

How to apply:

Through our sponsorship program, we are able to provide in-kind, resources or monetary support. In your application, please make sure you clearly identify:

1. The type of support you are requesting (resources, in-kind, monetary);
2. Details about the program, event or initiative for which you are requesting support;
3. Explain how your initiative/event/program aligns with one or more of Cermaq's values and which organizational priority your application most aligns with (support for Indigenous communities, community resiliency, sustainability, and shoreline and habitat restoration);
4. If applicable, the date, time and location of the event;
5. How Cermaq will be recognized for its support; and
6. The dates the support is required.

It is important to note that Cermaq's Sponsorship Committee meets on a monthly basis to review and approve applications. If your application is approved, it can take up to eight weeks for your organization to receive funding and/or materials. Please ensure you build this timeframe into your planning. If your group or organization is requesting monetary support, you will be required to submit banking information for your organization since all donation payments are made using electronic fund transfers (EFTs). **We do not issue cheques.**

While we are eager to support communities in which we live and work, the follow types of funding requests are ineligible for the Cermaq Canada Community Sponsorship program:

- Political campaigns or fundraisers, including special interest groups and advocacy;
- Religious organizations or programing (except where they represent non-denominational community and social support services);
- Private schools;
- Professional sports teams;
- Service clubs and fraternal organizations;
- Professional solicitors or third party fundraising;
- Private clubs funded through membership fees;
- Individuals, individual pursuits;
- Organization or individual debt-reduction or debt-reduction campaigns;
- Expenses occurred prior to the application date;
- Advertising costs;
- Organizations or non-profits without operations in either BC or Nova Scotia;
- Travel costs including transportation, meals and lodging;
- Salaries or operating costs;
- Debt repayment; and
- Organizations focused on the advocacy of a particular social, religious, moral, political or economic point-of-view.

If you have any questions on the sponsorship process, eligibility and timelines, please call the Campbell River office at 1-250-286-0022 and ask to speak with a member of the communications team.

Completed forms can be dropped off in person at 203-919 Island Highway, Campbell River, BC, or emailed to donations@cermaq.com

Cermaq Canada Sponsorship and Donation Application

Tell us a bit about your organization or group

Organization or group name applying for funding	
Name(s) and contact information for organization or group leadership or executive:	
Where is the group or association located?	
Are you a registered non-profit group? Yes No	If yes, please provide the non-profit registration number
Are you eligible for Cermaq funding based on the criteria? Yes No	If not, please explain why the event, initiative or program should be submitted for consideration?

Tell us a bit about the event or initiative for which you are applying or support

Name of event, program, or initiative:	
Date of event (if applicable) or period for initiative or program	
What type of support are you applying for? Please circle one then provide details on what is being requested.	<p>Monetary support: Amount: \$ _____</p> <p>What will the funds for used for: _____</p> <p>_____</p> <p>_____</p> <p>Resources/Volunteer hours: _____</p> <p>_____</p> <p>_____</p> <p>In-kind/Materials: _____</p> <p>_____</p> <p>_____</p>

Please tell us more about your request - what is it, why are you doing it, and who will benefit.	
Expected participation or number of attendees planned? Or, number of people who will benefit?	
Have you applied for sponsorship from Cermaq in the past?	If yes, please provide details.
Is the event open to the public?	Yes No

Aligning with Cermaq

Which Cermaq value do you think this event, initiative or program aligns with and why?	<i>Cermaq values can be found at www.Cermaq.com > Your Salmon Farmer > > Accountability</i>
Which organizational priority does your event, initiative or program aligns with and why? Priority areas are: <ul style="list-style-type: none"> • Support for Indigenous communities; • Community resiliency; • Sustainability; and • Shoreline and habitat restoration. 	
If approved, how will you be acknowledging Cermaq’s contribution?	

Application contact name:

Preferred method of contact and contact information:

Signature:

Print name

Signature

Date