



## Roots Sponsorship Guidelines

Thank you for your interest in Roots as a potential sponsor for your cause. Due to the overwhelming amount of requests that we receive, we can only sponsor a select number of initiatives a year.

There is no shortage of worthy organizations to help. In an average month, Roots receives 75-100 queries asking for assistance. Most are legitimate, compelling requests. We wish we could say yes to all of them. Unfortunately, we do not have unlimited resources. As such, we have to be selective. Generally, we give priority to helping disadvantaged children and environmental work. However, we also accept funding proposals from other eligible organizations and groups throughout the country.

If you would like Roots to consider supporting an event or to provide a donation to your organization, please carefully review the details below to determine whether your request meets our criteria. Please note that generally only non-profit organizations qualify for monetary donations.

The following criteria need to be met by all donation or sponsorship requests in order to be considered by Roots:

- The organization gives back to the community and has a charitable purpose
- The requested assistance is within our budget capabilities.
- The event/organization falls into one of the following categories:
  - a) A non-profit organization involved in health-related causes, such as cancer or heart disease.
  - b) Environment-related causes, such as those that focus on global warming, fighting pollution, preserving wildlife and forestry, energy and water conservation, etc.
  - c) Community-related causes, such as those devoted to families in need, women, children, disaster relief, arts, sports and education.
  - d) School fundraising initiatives.

All of the following information must clearly be included in your request:

- Brief description of your group, organization and how it meets our criteria.
- Name, address and phone/fax number, e-mail address of the group or individual making the request.
- Who will your organization or event benefit? What is the objective of the event?
- Date and location of the event
- How can Roots help? Indicate the type of donation or sponsorship requested and describe how this contribution will be used

- Explain how the event is being communicated and promoted to the target audience
- What are the immediate and long-term benefits Roots will receive for participating?

We appreciate your interest in Roots and we look forward to reviewing your submission.

While your request might meet all the criteria listed above, that does not mean Roots will necessarily be able to accommodate your request. Roots receives hundreds of requests from worthy causes each year and we unfortunately cannot contribute to all of them. Organizations that have received a donation from Roots within the last two years are less likely to be selected so as to allow us to help as many causes as possible. Requests that aid children and the environment are given priority.

Requests must be received in writing at least six weeks prior to the event date. Please allow a response time of three weeks following receipt of your request. We kindly ask that you do not call regarding the status of your request, as we will respond in writing.

**Address all correspondence to [requests@roots.com](mailto:requests@roots.com) or Roots Canada, Sponsorship Requests, 1400 Castlefield Ave., Toronto, ON, Canada M6B 4C4**