

PARTNERSHIP AGREEMENTS - THE APPLICATION PROCESS AND GUIDELINES

It is important to complete this application as thoroughly as possible. More complete information helps us move forward with the application in a timely, efficient, and effective manner. The following outlines the application process and The Hamilton Spectator's expectations:

- Requests must be received at least six weeks in advance of an event or campaign start date or print material delivery.
 Six weeks is the expected lead-time; however, a greater amount of time is recommended as in-kind donations are budgeted in advance and allocated on a first-come first-served basis. Applications submitted with less than six weeks lead time will be processed as time permits.
- Requests must be inclusive and contain all requested information for a full year. Although other requests may be applied for, The Hamilton Spectator reserves the right to refuse any requests falling outside of the annual partnership agreement. Additional requests may be included for review during the annual review process.
- Requests must include information about the organization as well as specific information about how the in-kind donation will be used.
- Once agreements are complete, during the annual review process, the partner is responsible for providing a summary to verify that the partner's commitments to The Hamilton Spectator were satisfied.
- The Hamilton Spectator reserves the right to reconsider renewing the partnership should the partner fail to satisfy the provisions of the agreement.
- It is expected that organizations with a promotional budget will fully disclose that information to The Hamilton Spectator so that it may be taken into consideration when determining a sponsorship agreement (if applicable).
- All letters of request must be submitted via email. The Hamilton Spectator reserves the right to refuse requests submitted in any other manner.
- All capital campaign donations are designated solely to the Summer Camp Fund managed by the Hamilton Community Foundation. This registered charity sends disadvantaged children to local summer camps.

IN-KIND SPONSORSHIP

The Hamilton Spectator will consider supporting organizations that subscribe to The Hamilton Spectator and who have events and initiatives in the following categories:

Charity & Not-For-Profit organizations' fundraising activities & events:

- Charity & Not-For-Profit organizations' fundraising activities & events which contribute to the betterment of our community.
- Organizations that provide services that are affordable for and accessible to the majority of local residents will be considered for sponsorship. Examples include (but are not limited to) concerts, festivals, galas, runs, theatre productions, major community events, and general awareness campaigns to promote the services of the charity or not-for-profit.
- Commercial Sponsorships for trade shows, exhibits, and promotional events will be considered when the events are believed to support the marketing efforts of The Hamilton Spectator, our advertisers and the Summer Camp Fund charity.

Regrettably, The Hamilton Spectator cannot provide donations to:

- Events organized by third parties or organizations outside of a charity or not-for-profit that are in support of a charitable cause. The Hamilton Spectator reserves the right to work directly with charity and not-for-profit groups
- Specific medical conditions
- Organizations that are not open to any member of the community
- Individuals or requests that directly benefit only one person

- Teams (including amateur sports teams or sporting activities)
- Endowment funds
- Organizations, institutions, or activities outside of the geographic area served by The Hamilton Spectator
- Golf tournaments
- Political organizations



In rare circumstances, partners falling outside of normal sponsorship criteria may qualify for support of events taking place in the greater Hamilton/Burlington areas, if the funds raised from said event are being reinvested into the community serviced by The Hamilton Spectator.

NEWS COVERAGE OF YOUR EVENT OR PROGRAM

Decisions regarding news coverage of an event, program, or organization are not influenced by advertising or sponsorship agreements. Those requesting news coverage should contact the newsroom directly at news@thespec.com.

Fill in Form Online