

## RE: Donation and Sponsorship Request

To whom it may concern:

Thank you for your donation request. We receive many requests for donations and endeavor to support many organizations and charitable causes. Our core values are aligned with supporting community safety and preparedness, the flourishing of our local communities in which we have a presence (Brentwood Bay, Central Saanich, Sidney, Oak Bay, Westshore, and Salt Spring and Pender Islands), and local youth sports.

We will do our very best to support requests that are in alignment with our core values. Thus, to be considered for support we ask that you please answer the following questions and include them with a formal package outlining your request.

Please answer the following questions (please answer each question in 150 words or less) and include them with a formal letter outlining your request:

- What makes your business, organization and/or cause a match to ours and our mission?
- How are you looking to be supported by us and in brief detail how does that support your purpose?
- What makes our partnership meaningful to your business, organization and/or cause? In other words, can you articulate how our support helps you to make the lives of others/communities more wonderful?
- If this is an event, is there an opportunity for SeaFirst Insurance employees to participate in the event, and if so, how?

Please forward your letter and responses to [marketing@seafirstinsurance.com](mailto:marketing@seafirstinsurance.com), and include **“Donation Submission”** in your subject line.

Thank you again for connecting with us.

Sincerely, SeaFirst Insurance Brokers

Marketing and Communications Team

## More Information

Requests unlikely to receive funding:

1. Individuals seeking funding for sport (our focus is on groups needing support vs individuals)
2. Funding for salaries, operational costs or for debt servicing
3. For-profit activities
4. Any other initiatives that might not align with our core values

## Sponsorship Process

Applications eligibility is based on alignment with our core values and the impact the initiative will have. Please allow 5 business days to consider your fully completed application including any supporting details. Once reviewed we will let you know our final decision by email.

## Reporting

As a recipient of funding, reporting may be requested, especially for non-profit groups. Reporting will be in the form of an email questionnaire.

We also request consent to use material (images, video, etc.) from sponsorships on the SeaFirst Insurance social media channels and website.