

# Sponsorship application form



**Please use this sponsorship application form if you would like to apply for funding from Housing Plus Group and its members including SSHA, Severnside, SARH, Care Plus and Severn Homes.**

The questions in this form have been designed to assess whether your sponsorship request is linked to our business aims and corporate objectives.

Please answer with as much detail as possible, so we have all the information needed to review and assess your application.

## Application details

Name of the group, project or organisation

Name (and position if relevant) of the person applying

Contact details for the person applying (address, telephone number and email)

In financial terms what level of sponsorship do you require?

How will this money be used?

Details of other sources of funding. E.g. grants, other sponsorship etc.



Do you require any non-financial support from us as part of the sponsorship? E.g. equipment hire, personnel.

Yes

No

If yes, please give details below:

## Qualification questions

1. Give a brief description of the event, item or project that you would like us to sponsor including details of why you would like sponsorship:

2. Who will the event, item or project engage or benefit? *Please tick all that apply*

The over 65's

Disabled people

Young people

Vulnerable families

Black, Asian, minority, ethnic communities (BAME)

Other *(please specify)*

3. Can all members of the public access the event, item or project or is it restricted to private members? If it is restricted, please give details of membership criteria:

4. Does the group or organisation have an equal opportunities policy?

Yes

No

**If no, are you willing to agree to comply with the following statement:**

“Membership of the event or project is open to all those residing in the community. All members should ensure equality of treatment for everyone without discrimination or prejudice on the grounds of race, ethnic origin, nationality, religion, cultural background, sex, sexual orientation, domestic circumstances, disability or age.”

We agree to comply with the above equal opportunities statement.

Yes

No

5. We give priority to projects that benefit the communities in which we work. Will the event, item or project benefit people who live in the following areas?

*Please tick all that apply*

**South Staffordshire**

*Please specify which area e.g. Codsall, Penkridge etc.*

**Cannock District**

*Please specify which area e.g. Cannock, Rugeley etc.*

**Shropshire**

*Please specify which area e.g. Shifnal, Bridgnorth etc.*

**Stafford Borough**

*Please specify which area e.g. Stafford, Stone etc.*

**Telford and Wrekin**

*Please specify which area e.g. Wellington etc.*

**Other** *Please specify*

6. Will the event, item or project help to raise awareness of the Housing Plus Group and its member companies? For example, who we are, what we do and what our aims and objectives are?

Yes

No

If yes, please explain how below

7. Will the event, item or project benefit our customers or people who live in South Staffordshire, Cannock District, Shropshire, Stafford or Telford and Wrekin?

Yes

No

If yes, please explain how below

8. Will the event, item or project promote eco or green issues in South Staffordshire, Cannock District, Shropshire, Stafford or Telford and Wrekin?

Yes

No

If yes, please explain who below

9. Does the event, item or project develop and/or support a community or neighbourhood, e.g. provide a facility, encourage healthy living, provide training, etc?

Yes

No

If yes, please explain how and where this community is located below

10. Does the event, item or project offer learning opportunities for staff, residents or people in the communities where we work?

Yes

No

If yes, please explain how below

**11.** Will Housing Plus Group or its member companies receive any 'in-kind' benefit for a sponsorship donation? E.g. publicity or community relations, etc.

**Yes**

**No**

If yes, please give details

**12.** Explain why you are passionate about this event, item or project

## Payment arrangements

If a grant is approved, payment will be made direct to the bank account specified below. Payment cannot be made directly to Building Society accounts, so cheques will be issued:

### Name of bank

### Branch address

### Name of account *(This must be the same as the name you have given on page 1)*

### Account number

### Bank Sort Code

### Remittance address *(If different to the address given on page 1)*

**When completed** please send this form together with the signed terms and conditions to:

**Email:** [sponsorship@housingplusgroup.co.uk](mailto:sponsorship@housingplusgroup.co.uk)

**Post:** Sponsorship application team  
Housing Plus Group  
Acton Court  
Acton Gate  
Staffordshire  
ST18 9AP

## Sponsorship Terms & Conditions

- Each application will be evaluated on the information presented in this form.
- The information given will be rated against an agreed scale of suitability and value for money.
- The decision of our Neighbourhoods Director is final.
- Housing Plus will aim to respond to applicants within four weeks from the date of application unless further investigation or information is required.
- Due to the demand for sponsorship funding Housing Plus Group reserves the right to refuse funding to an organisation that has received a disproportionate amount of sponsorship funding within the last 12 months.
- Housing Plus Group reserves the right to refuse funding to an organisation or event that is profit-making or has restricted membership.
- Housing Plus Group promotes and seeks to achieve equality of treatment for everyone without discrimination or prejudice on the grounds of race, ethnic origin, nationality, religion, cultural background, sex, sexual orientation, domestic circumstances, disability or age. The Group reserves the right to refuse funding to an organisation or event that does not promote equality and diversity.
- If sponsorship funding is awarded, the applicant agrees to take part in any reasonable publicity organised by Housing Plus Group or one of its partner organisations, this may include photography. If photography may include minors, approval should be sought from parents prior to application

**Please tick this box to confirm that you accept the terms and conditions**

**Signed**

**Dated**

