

Ally Financial Sponsorship Guidelines



General Guidelines

Ally values the opportunity to support community organizations through event and program sponsorship. We welcome sponsorship requests that align with our vision to be a relentless ally in our communities, focusing on economic mobility, social capital, equity and inclusion and other community services.

Ally's Non-Discrimination Policy

It is the policy of Ally to treat people on an equal basis regardless of an individual's age, race, ethnicity, color, sex, religion, national origin, physical or mental disability, sexual orientation, gender identity or expression, pregnancy status, marital status, military or veteran status, genetic disposition, or any other status protected by law. By accepting a sponsorship from Ally, our recipient organizations agree to comply with this policy.

Ally Financial Sponsorship Guidelines

Sponsorship Application Submission

Requests for sponsorship are accepted on a rolling basis. We ask all requests to be submitted to the online portal at least 8 weeks prior to an event.

Sponsorship Evaluation and Review

Organizations will receive a formal email notification of decision within 4 weeks of submission.

All organizations considered for an Ally Financial Sponsorship must:

- Be based in the United States
- Be in good standing and verified by the Internal Revenue Service (IRS) as a 501(c)3 nonprofit organization

- Represent that it operates within the parameters of all applicable laws, including, but not limited to, the Foreign Corrupt Practices Act, the U.S. Patriot Act and all applicable laws and regulations where program support is provided
- Adhere to Ally's Non-Discrimination Policy
- Be able to provide the most recent audited financial statements and a copy of IRS Form 990 or 501(c)3 Determination Letter
- Support programs that are located in Detroit, Michigan and/or Charlotte, North Carolina

Ally Does Not Provide Grants or Sponsorships For:

- Organizations or public benefit programs that do not qualify as tax-exempt under Section 501(c)3 of the U.S. Internal Revenue Code
- Organizations that have been a tax-exempt entity for less than one year
- Alumni, sectarian, or professional associations, fraternal or political organizations, civic clubs or organizations serving a limited constituency
- Government and municipal agencies and/or organizations
- Faith-based or religious organizations that do not have a separate 501c3 designation and do not serve the broader public regardless of religious belief
- Individual pre-K-12 schools (public or private)
- Group or individual expenses such as team-based competitions, memberships, memorials, travel or tours
- Individual illness, hardship, scholarship, or fellowship assistance
- Individuals and/or third parties seeking donations on behalf of nonprofit organizations
- Recreational, sporting, booster or civic clubs and athletic associations or leagues
- Private foundations (non-public foundations or charities)
- Foundations related to a business if business executive officers are in a fiduciary and/or leadership role of the foundation
- Past grantees that have failed to provide charitable contributions acknowledgment forms or other required documentation

Ally reserves the right to request the most recently audited financial statements and a copy of IRS Form 990 or 501(c)3 Determination Letter of any organization receiving an Ally Financial Sponsorship.

Ally reserves the right to revise the sponsorship guidelines at any time.