

Ally Sponsorship Guidelines



An Ally in Our Community

Ally believes everyone deserves a path to financial stability, security and growth. We are committed to reducing barriers to economic mobility and fostering financial and social inclusion through our grants and sponsorships. Below is guidance for those interested in financial support from Ally for programs and initiatives that promote a brighter financial future in the communities we serve.

Communities we serve:

Charlotte, NC and Detroit, MI

Sponsorship Eligibility Criteria

To apply for a sponsorship, an organization must meet the following criteria:

Sponsorships Guidelines

Ally continues its commitment to helping organizations through sponsorships of charitable activities and events. All charitable activities and events requests will be evaluated and considered based on the following criteria:

- The organization must be tax-exempt under Section 501(c)(3) of the Internal Revenue Code and operated exclusively for charitable, scientific or educational purposes.
- The organization must be located in Charlotte, North Carolina or Detroit, Michigan.
- Sponsorships and/or organizations must have a focus area in support of the following:
 - o Economic mobility
 - o General community service to underrepresented communities
 - o Social equity and inclusion
- Applications must be submitted at least eight (8) weeks prior to print and/or recognition deadline.
- Organizations must adhere to Ally's Non-Discrimination Policy in order to be considered for sponsorship funding.
- Requested funds may not be used retroactively.

Sponsorship Exclusions

The applicant organization must disclose whether it employs any individual who is related to any employee of Ally, or any of its affiliates or subsidiaries, or any governmental agency with responsibility for decisions affecting the business interests of Ally. The following organizations are specifically excluded from receiving sponsorships:



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- Organizations that discriminate based on an individual's age, race, color, sex, religion, national origin, disability, sexual orientation, gender identity or expression, pregnancy status, marital status, military or veteran status, genetic disposition, or any other status protected by law.
- Religious or faith-based organizations organized for religious persons (excludes accredited educational institutions, separate community development corporation and/or organizations that provide services to the community regardless of religion)
- Political or lobbying organizations or those supporting the candidacy of a particular individual
- Third parties seeking donations on behalf of non-profit organizations
- Individuals
- Individual public schools (K-12)
- Group tours
- Athletic teams, leagues or booster clubs
- Past grantees that have failed to provide charitable contributions acknowledgement forms or other required documentation

Non-Discrimination Policy

It is the policy of Ally to treat people on an equal basis regardless of an individual's age, race, color, sex, religion, national origin, 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 grant from Ally, our recipient organizations agree to comply with this Policy. Organizations must adhere to Ally's Non-Discrimination Policy in order to be considered for grant funding.

Evaluation and Review

We accept Sponsorship applications on a rolling basis. The Sponsorship application evaluation process is approximately 8-10 weeks. All organizations will receive a formal notification once their sponsorship applications have been decisioned.