

Ally Financial Sponsorship Guidelines



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

Sponsorship Application Submission Checklist

Requests for sponsorship are accepted on a rolling basis. We ask all requests to be submitted at least 10 weeks before an event.

Sponsorship Evaluation and Review

Organizations will receive a formal email notification that a decision has been made within 10 weeks of submission.

General Guidelines

All organizations considered for an Ally Financial Sponsorship must:

- Be based in the United States, and must be verifiable through the Internal Revenue Service (IRS) Exempt Organizations as a 501(c)3 nonprofit organization
- Represent that it operates within the parameters of all applicable laws where the organization is providing support
- Be able to provide audited financial statements for the most recently completed fiscal year and a copy of IRS Form 990
- Complete the pre-application eligibility quiz online, which outlines the grant criteria that is required for funding consideration
- Offer programs located in Charlotte, North Carolina or Detroit, Michigan
- Adhere and attest to Ally's Non-Discrimination Policy

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, 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 grant or sponsorship from Ally, our recipient organizations agree to comply with this Policy.

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, or organizations serving a limited constituency
- Faith-based organizations or religious programs that do not serve the broader public regardless of religious belief
- Educational organizations, including pre-schools, private schools and non-public school districts that have not been granted tax-exempt status under IRS Section 501(c)3
- Recreational, sporting, or athletic associations or leagues, unless serving special needs or underserved populations
- Requests for payment of group or individual expenses, such as team-based competitions, memberships, travel, or tours
- Requests to address illness or hardship
- Individuals and/or third parties seeking donations on behalf of nonprofit organizations
- Past grantees that have failed to provide charitable contributions acknowledgement forms or other required documentation