



Holcim

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SPONSORSHIP POLICY FREQUENTLY ASKED QUESTIONS

The **Frequently Asked Questions** are available to help you answer basic questions about the [Sponsorship](#) and [Donation](#) submission process.

1. What is the difference between a Sponsorship and a Donation?

A sponsorship is a cash or in-kind payment to an organization (in our case, educational or environmental organisations) in return for the following:

- the right to use the trademark of the sponsoree, signage, television, radio, print or online advertising inventory.
- promotion: the ability to integrate Holcim (Romania) products and services into the sponsored event or property.
- miscellanea: the opportunity to invite customers or potential customers to the sponsored events.

A Donation is typically a cash payment to a non-profit organization and does not necessarily imply the existence of any or all of the benefits listed above.

2. What kind of activities does Holcim (Romania) support?

Holcim (Romania) only supports and sponsors organizations, institutions etc. whose activities, events, etc. have a direct, positive and immediate influence on Holcim's strategic objectives or help to achieve those objectives in a more effective or efficient manner.

Holcim (Romania) does not support nor sponsor any organizations, institutions, persons, etc. who pursue any kind of discriminating objectives or operate in fields in which potential discrimination might exist or could occur. This includes ethnical, racial, sexual, marital, political, professional or religious discrimination.

3. What kind of potential partnerships is Holcim (Romania) looking for?

Partnerships proposals submitted to Holcim (Romania) have to be in line with the mission, activities and longer-term business objectives of Holcim. Before engaging in a partnership, Holcim (Romania) will carefully assess the goals of a potential partner and review their past activities. Clear communication of the motivations, core competencies and prevalent preoccupations of the potential partner is therefore essential.

Holcim (Romania) reviews sponsorship proposals relating to education, community, social aspects and youth development.

- **Education / Youth Development**

Holcim (Romania) is committed to supporting excellence in education by creating and supporting a broad range of community activities carried out with and for the youth. The purpose of such programs is to form and develop leadership and social abilities, as well as to contribute to the economic and business education of the youth. Alongside education, youth development is one of the core preoccupations of our community.

- **Community Development / Social Aspects**

Holcim (Romania) supports regional initiatives that contribute to building and maintaining a strong civic infrastructure and a healthy community. The communities where Holcim (Romania) is present are considered priorities.

4. What a NGO shall submit in order to obtain a sponsorship?

1. Fill in the [Sponsorship Proposal Worksheet](#)

2. Authenticated copies of the by-laws of the applicant and of each of the partners (if any); authenticated copies of addenda to the by-laws, if any;

3. Copies of final Court ruling proving that the applicant and each of the partners (if any) are legal persons.

4. The latest annual report of the applicant;

5. The most recent financial statements of the applicant;

6. The CVs of the persons involved in the project on behalf of the applicant and of each partner, if any.

5. How do I submit a proposal?

Please download the [Sponsorship proposal](#) or [Donation proposal](#) submission form, available in pdf format. Once you have filled it in, please fax it to: **021 231 77 14 / 15**.

6. When do you accept proposals?

Holcim (Romania) accepts sponsorship proposals year-round.

7. When will a decision be made?

A decision regarding your proposal will be made within 30 days. Submitters will be notified of the decision via e-mail, fax or regular mail (up to case).

8. I have a proposal that I would like to discuss with a Holcim (Romania) representative over the phone. Whom can I contact?

Because of the volume of proposals we receive, we do not accept phone solicitations. The only way to submit a proposal is to complete the sponsorship proposal form and fax it to us (021 231 77 08 / 09). Every proposal will be reviewed and a representative of The Communication Department will contact you if there is interest in your opportunity.

9. My event is six weeks away. May I still submit my proposal?

Yes, every sponsorship opportunity will be considered. However there is a very small chance that your proposal will be approved. We prefer to have at least six months lead time to properly leverage and activate our sponsorships.

10. For more suggestions go to [Advice on Requesting Sponsorship](#).