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Introduction

Welcome

Thank you for your interest in working with RBC.

This site has been developed to provide a centralized hub for all sponsorship proposals to RBC across the globe, ensuring that your proposal will be seen by the right person within our organization. Capturing the information you provide allows us to evaluate each submission against our current strategy in order to make an informed decision, while also ensuring we maintain a record of each and every proposal for future reference.

Next steps

Please complete the Sponsorship Request Form, ensuring you include the fees requested. All information will be treated confidentially and we will respond to you within 30 days of the receipt of your submission.

Please note that we will only consider sponsorship proposals submitted using our online process. Proposals received via post, email or fax will not be considered. Please be sure to submit your property information within 6-9 months in advance of your event.

Background Information

Please provide background information on the event producer below. If you are submitting this proposal on behalf of another organization, please only include their background information in this section.

* Required Fields

* Organization Name

* Organization Country

* Organization State/Prov.

* Organization City

* Organization Address

* Organization Zip/Postal Code

*Phone number

Website

If you have been referred by an RBC employee, please enter their name.

Opportunity Details

Please use the fields below to provide us information on the sponsorship opportunity. If this opportunity is for an event, please provide information specific to the event. If this opportunity is for an organization, please provide information specific to the organization.

* Required Fields

*Name of Proposal or Sponsorship

Please use the area below to provide a brief description of your sponsorship opportunity and why RBC should consider a partnership with you (please limit your response to a maximum of 200 words). There will be an opportunity to add additional details at the end of the form.

*Annual Sponsorship Amount (If your annual amount changes each year, please input the average)

*Proposed Sponsorship Term (Years)

*Total Sponsorship Amount

*How many years has your organization been in operation? Select One.

*Sector

*Sub-sector

*Sponsorship Opportunity Type

*Start Date

*End Date

Organization/Event Details

Please use the fields below to provide information on the specific event. If the sponsorship opportunity is for an organization, please enter information on the organization (where applicable).

* Required Fields

* Organization/Event Address

* Organization/Event Country

* Organization/Event Province

* Has RBC previously supported your organization/event?

Target Audience

* Which of the following best describes your primary target audience age? Select One.

* Which of the following best describes your primary target audience? Select One.

Does your property / event directly impact one of the following groups? Select All That Apply.

- ☐ Indigenous People ☐ LGBTQ2+ ☐ New Canadians
☐ Persons with Disabilities ☐ Visible Minorities ☐ Women
☐ None of the above

Property/Event Reach

* Required Fields

* What is your total combined Social following?

* What is your annual website traffic?

* Select the statement that best describes your approach to marketing. Select One.

- ☐ We promote our event 365 days a year
- ☐ We promote 6 months in advance of our event
- ☐ We promote our event 3-6 months in advance of our event
- ☐ We promote our event in the month leading up to our event
- ☐ We promote the week leading up to our event
- ☐ We do not actively promote our event

Proposal Packaging

* Required Fields

* How would you describe the sponsorship asset mix of this proposal? Select One.

* Which of the following describes your organization? Select All That Apply.

- ☐ We work with sponsors to co-create content.
- ☐ We allow sponsors to post on our social channels.
- ☐ We allow sponsors to tell their brand story at our events.
- ☐ We work with sponsors to find new opportunities to engage to our audience
- ☐ We create content for sponsors to share on our channels
- ☐ None of the above

* Which of the following opportunities are included in your promotional plans and available to brand sponsors? Select All That Apply.

- ☐ TV advertising
- ☐ Radio advertising
- ☐ Print advertising
- ☐ Out Of Home advertising
- ☐ Internet advertising
- ☐ Direct mail advertising
- ☐ Email advertising
- ☐ Public Relations
- ☐ Paid Search
- ☐ Paid Social
- ☐ We are unable to include advertising elements in our offering

* Which of the following activations are available as part of this proposal? Select All that Apply

- ☐ On-site consumer intercepts
- ☐ On-site hosting / hospitality
- ☐ On-site activation footprint
- ☐ Contesting
- ☐ Sponsor giveaway(s)

- ☐ VIP Gifting
- ☐ None of the above

*Would RBC have on-site activation limitations? Select One.

If yes, please list these on-site restrictions:

*Which of the following opportunities are available to RBC as part of this proposal? Select All that Apply.

- ☐ Opportunity for data collection
- ☐ Access to your opt-in consumer database
- ☐ On-site promotion of products / services
- ☐ Digital / social promotion (of products / services)
- ☐ None of the above

*Which of the following hospitality assets are offered as part of this sponsorship proposal? Select All that Apply.

- ☐ Tickets
- ☐ VIP Tickets
- ☐ Hospitality suite
- ☐ Exclusive hospitality suite
- ☐ Unique money can't buy experiences
- ☐ None of the above

Please list the quantity of hospitality assets offered as part of this proposal:

On-site Attendance

*What is your total annual on-site attendance? Select One.

*How do you measure your on-site attendance? Select One.

*How many event days are there with on-site attendance? Select One.

Exclusivity

*What level of sponsorship are you offering to RBC? Select One.

*How many top-tier sponsors do you currently have? Select One.

*Do you offer category exclusivity? Select One.

*Does your property currently have a financial institution sponsor? Select One.

*Have you previously had a financial institution sponsor? Select One.

*Do you currently have a partner in any of the following categories? Select all that apply.

- ☐ Cards / Loyalty
- ☐ Payments
- ☐ Insurance
- ☐ Capital Markets
- ☐ Wealth Management
- ☐ None of the above

Sponsorship Management

*Do you have dedicated resources to service / manage brand sponsorships? Select One.

*Which of the following best describes your partner approval process? Select One.

*Which of the following best describes your property / event as it relates to data collection? Select One.

*What level of involvement would you offer RBC when it comes to conducting post-event consumer surveys? Select One.

*When should RBC expect a post-sponsorship report? Select One.

*Which of the following metrics are included in your post report? Select All That Apply.

- ☐ Net Promoter Score
- ☐ Attendance
- ☐ Year Over Year Statistics
- ☐ Consumer Satisfaction
- ☐ Consumer Perception of Sponsors
- ☐ Social Media Impressions
- ☐ Premiums Distributed
- ☐ Key Takeaways

*On average, what percentage of your partners renew their sponsorship agreements? Select One.

Connection to RBC

*Which of the following statements best describes your organization? Select One.

*Please select the pair of words that most accurately describes your organization. Select One

- ☐ Accessible, Seamless
- ☐ Straightforward, Relatable
- ☐ Focused, Useful
- ☐ Sophisticated, Technical

*Please select the pair of words that most accurately describes your organization. Select One.

- ☐ Cutting edge, Modern
- ☐ Trustworthy, Intelligent
- ☐ Idealistic, Creative
- ☐ Established, Traditional

*Please select the pair of words that most accurately describes your organization. Select One.

- ☐ Personable, Friendly
- ☐ Adventurous, Brave
- ☐ Generous, Caring
- ☐ Classic, Professional

*Please select the pair of words that most accurately describes your organization. Select One.

- ☐ Passionate, Optimistic

- ☐ Assertive, In Control
- ☐ Confident, Determined
- ☐ Rational, Calm

General Considerations

* Required Fields

* Does this proposal include volunteer opportunities for RBC employees? Select One.

* Are there speaking opportunities available to RBC Executives as part of this proposal? Select One.

* Has your organization been involved in any controversy? Select One.

Please explain any details regarding this controversy:

* Which of the following best describes your organization's legal history? Select One.

Please explain these legal proceedings:

* How does your organization deal with crisis situations? Select One.

Is your organization an RBC client?

Contact Form

Please provide information for the primary contact for this sponsorship opportunity. If you are a third party agency submitting on behalf of the organization, please provide your information in this section.

* Required Fields

Salutation

*First Name

*Last Name

Job Title

*Organization

Website

*Country

*State/Prov.

*City

*Address

*Zip/Postal Code

*Email

*Confirm Email

*Phone

Mobile

Additional Comments

Promoter Comments

Attachments

Please use the form below to attach your documents. You can upload up to 5 documents for a total of 10MB. These documents can be either images (JPEG, GIF or PNG), Microsoft Word, Microsoft Excel, Microsoft Powerpoint, PDF, plain text, video or audio documents.

Review and Submit

Your sponsorship proposal is now ready to submit. You may review or print before submitting by clicking on the "Printable Form" link above. To edit your document, please use

the Previous button on this page. Please note that you will not be able to make any changes once you submit your request. Do not forget to click on the Submit button below.

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