

# LISE WATIER



## DONATION AND SPONSORSHIP POLICY

Since its foundation, Lise Watier Cosmetics has contributed annually to a number of fundraising events and to social and humanitarian organizations, by financial or product donations. We believe in the importance of sharing in our success, and we recognize the value of community involvement.

## FAVOURED SECTORS

In general, the company prioritizes causes which affect **women** and **children** in need. We occasionally take requests from other sectors, especially those concerned with **health** or the **environment**. Lise Watier primarily supports long-term initiatives and projects that convey the company's values and social commitments.



+ Panda fier partenaire du Club des petits déjeuners du Québec



Fondation Martin-Matte

## **SELECTION CRITERIA**

In order to manage and evaluate requests, Lise Watier has created a list of criteria for selection:

- Be an established organization in Canada;
  - Be recognized as a non profit or charitable organization;
  - Having a mission or mandate that is cooperative, social or humanitarian in nature;
  - Related or connected to priority areas.
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- Only one sponsorship or a single donation will be given to the same organization on an annual basis (unless an agreement was signed between the two parties.)
  - Annual renewal of sponsorship is not given automatically, unless there is a long-term agreement. Each new request must be submitted for evaluation.

## **EXCLUSIONS**

In order to be both fair and rigorous in our selection, we have chosen to exclude from our policy the following cases:

- Request of support for private individuals;
- Requests from individuals involved in fundraising campaign;
- Sporting event or competition;
- Support for professional or amateur athletes;
- Any project linked to a religious group, a political party or lobby group;
- Philanthropic clubs and fraternities;
- Graduation balls and albums;
- Trips and excursions;
- Last-minute requests.

## **AWARD PROCESS**

Lise Watier Cosmetics carefully studies all requests made by sponsorship candidates. The evaluation committee makes certain that all requests respect the sponsor's criteria enumerated above, taking into account the advantages of visibility and available budget restrictions.

Any requests presented in the form of flyer or reply coupon will be systematically rejected.

## **SELECTION PROCEDURE**

All requests must be submitted by mail or email, at least 4 weeks before the date of the event. Requests for a substantial financial contribution will require a longer evaluation period.

Email requests must be sent to: [sponsorship@lisewatier.com](mailto:sponsorship@lisewatier.com)

All mail requests must be sent to this address:

LISE WATIER COSMETICS  
5600 CHEMIN CÔTE-DE-LIESSE  
VILLE MONT-ROYAL, QC  
H4T 4L1  
c/o Sponsorship Department

In order to be considered, all applications must include the following information:

- Detailed profile and mission of the organization;
- Applicant's coordinates;
- A summary of the event or activity;
- Description of the targeted group;
- Number of attendees expected;
- Promotional plan;
- Distribution plan for collected donations.

Please allow a minimum of 4 weeks from the submission date of your application to receive any response to your request. Due to the high volume of requests received daily, it is impossible to follow up each one individually by phone or email.

Application files and their accompanying documents cannot be returned.

We thank you for your interest in Lise Watier Cosmetics!