

Sponsored partnership

Our mission is to meet in a more and more sustainable way the energy needs of customers and the communities where they live.

We are deeply rooted in those communities and we are convinced that it is only by combining our energies that we can evolve. As an energy leader, we want to support organizations, associations and community change agents so that together we can contribute to building a better energy future.

Énergir is a desirable partner, acknowledged as such by all who seek a better energy future.

A sponsored partnership is an agreement between Énergir and a third party aimed at establishing a close long-term collaborative relationship. A sponsored partnership includes financial support from Énergir in exchange for many of the following:

- Accessibility of business networks
- Visibility and publicity advantages
- Brand activation
- Integration of conferences, webinars or presentations
- Access to information (market, target, product)
- Acquisition of data related to the audience

For Énergir, a partnership is an approach that is based on the complementarity of the parties involved so they mutually benefit from their expertise, network, influence and reach. At a minimum, it must be aligned with at least one **priority objective** and one of our two **strategic pillars**:

Priority objectives

Relational: Develop, maintain and solidify business relations.

Recognition: Create a memorable experience with the Énergir brand to familiarize the public with our priorities.

Strategic pillars

1. Promote energy efficiency.
2. Make renewable natural gas (RNG) better known and appreciated.



Eligibility criteria

To become a sponsored partner of Énergir, an applicant must:

- Develop a personalized partnership based on a willingness to create a long-term relationship;
- Have energy integrated into its activities or offer opportunities for showcasing Énergir's strategic pillars and objectives;
- Agree with the priority targets defined by Énergir;
- Have a positive impact in communities.

Every sponsorship request must:

- Be submitted in writing, using the [Sponsorship Form](#);
- Be submitted ideally within 60 days.



Selection process

1. Receipt of request;¹
2. Analysis of eligibility and compliance;
3. Submission of selected requests² to Énergir Partnership Committee members;
4. Adjustments to and enhancements of requests retained by the Committee;
5. Approval of a sponsored partnership and negotiation of a contract.



¹ Only written requests using the Sponsorship [Form](#) will be considered.

² In the case of those not retained, an e-mail declining the request will be sent within 60 days following receipt.