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Community Engagement and Nordea

What is Community Engagement?

Our ambition is to engage with society and create positive impact in the areas of our core competences: Financial Skills and Entrepreneurship. We aim to engage and share our experience for the good of the surrounding community.

Our partnerships can fall under the following categories:

- Community Involvement
- Donations
- Sponsorships

Is your initiative right for Nordea?

Nordea want partners that see that Financial Skills and Entrepreneurship can be valuable and see this as an important part of the agreement.

We look for partners that will contribute to form positive associations with our brand. Our brand promise is "making engagement count": We are a company that consists of employees with high expertise and our ambition is to engage with the communities and deliver to stakeholders. Therefore we are looking for partners that can support us with this ambition.

Application form

All applications must be sent via this application form. If you believe your partnership fits with our objectives and causes, select what you are applying for (Sponsorships, Community Involvement or Donations) and please click on *Next* to submit your proposal.

We recommend previewing the form first by clicking on the relevant link below:

- [Donation Questionnaire \[Preview\]](#)
- [Sponsorship and Community Involvement Questionnaire \[Preview\]](#)

Please note, that you are able to include attachments. When you are ready to fill in the form, you should be able to submit your proposal within 15-20 minutes.

Application for Nordic partnerships (includes two or more of the Nordic countries) and application for National partnerships (one of the Nordic countries) has to be in English.

Application for Local Partnership (within an area in one of the Nordic countries) can be in local language.

Consideration of new partnerships

For Nordic and National partnerships, we have a review process twice a year. For local partnerships we have a quarterly review process.

Thank you in advance for your time and we will come back to you shortly with a personal response and a digital copy of your submission.

*What are you applying for?

Partnership

*Partnership Name

*Partnership Status

*Partnership Brief Summary

(max. 500 characters)

Partnership Website

***Partnership Level**

- This proposal is for Naming Rights (e.g. venue)
- This proposal is for Title Partnership (Nordea incorporated into the project name)
- This proposal is for Main Partnership (Nordea being main partner)
- This proposal is for Co-Partnership (Nordea being on of many partners)
- Other
- Not applicable here

***Business Model**

- For-profit
- Not-for-profit
- Not applicable here

***Has your organisation previously received support from Nordea as part of sponsorship / community investment?**

- Yes
- No

***Does your property/ organisation/ initiative currently bank with Nordea?**

- Yes
- No

Your Profile

***Planning Lead Time - this partnership will commence in:**

***Date from**

***Date to**

***Organisation Type**

***Sector**

***Age of your Project (years)**

***Access to Financial Information**

***Scope of Partnership**

Requested Support

Employee volunteering through our emphasis in financial expertise plays a key role in our Community Engagement partnerships. It is therefore crucial for us to team up with partners who can help us with delivering our mission of supporting Financial skills education and assisting with Entrepreneurship ideas. We want our employees to beat the core of the delivery of the project and creating truly meaningful partnerships.

*

Type of support requested

- Cash only
- Nordea Employee Volunteering only
- Both

Your Target Group

Gender

- Men** %
- Women** %
- Total** 0%

Age Groups

(Please provide percentage split of your audience without the % sign)

*** 0 - 11***** 12 - 14***** 15 - 18***** 19 - 28***** 29 - 35***** 36 - 64***** 65+***** Reach**

The number of people who will directly or indirectly be informed about Financial Skills / Entrepreneurship project, including via the media, is:

*** Performance Clauses**

- Our proposal includes spectators / recipients / viewers guarantee
- Our proposal does not include a guarantee. However, we are willing to consider this in our agreement
- We are not able to provide a performance clause or guarantee

*** Number of Participants / Members**

- Less than 100
- 101-500
- 501-1,000
- 1 001-5 000

1,001-5,000

-
- 5,001-10,000
- 10,001-25,000
- 25,001-50,000
- 50,001-75,000
- 75,001-100,000
- More than 100,000

***Please select your primary audience from the following Nordea customer segments**

- Youth
- Students, first time home buyers
- Home owners and low to medium savers
- Home owners and highly savers
- Entrepreneurs
- Business customers
- Large corporate or institutional customers
- None of the above

***Please select your secondary audience from the following Nordea customer segments**

- Youth
- Students, first time home buyers
- Home owners and low to medium savers
- Home owners and highly savers
- Entrepreneurs
- Business customers
- Large corporate or institutional customers
- None of the above

Our Criteria

OBJECTIVES

***Does your activity /project focus on Financial Skills and/or Entrepreneurship?**

- Entirely
- Mostly
- Partly
- Not at all

***Will Nordea be able to directly influence the creation of Financial Skills and/or Entrepreneurship activity/project?**

- Yes
- No

***Financially what percentage of your partnership total budget will be supported by Nordea?**

- 100%
- Between 75-100%
- Between 50-75%
- Between 25-50%

Less than 25%



MEDIA

*Paid for advertising campaigns that will include Nordea logo/mention

- TV
- Print
- Online (Banners etc.)
- Radio
- Outdoor
- Social Media
- Website
- Search
- App
- Direct Mail
- Not applicable

*Internet Coverage

- Nordea will be present on the website with fully customisable content such as blog/vlog
- Nordea will have a logo and a hyperlink to its website
- Nordea will only have a logo without a hyperlink on our website
- Not applicable here

*PR Support

- We have a plan to help Nordea with its public relations activities
- We do not have a plan, but are ready to assist Nordea in its public relations activities
- Not applicable here

VISIBILITY

*What percentage of all brand visibility will Nordea receive?

- More than 76%
- Between 51 to 75%
- Between 26 to 50%
- Between 16 to 25%
- Between 11 to 15%
- Between 6 to 10%
- Less than 5%
- Not applicable here

*Additional Visibility Opportunities - please select all applicable

- Nordea will be invited to our pre-launch activities
- Nordea will have the opportunity to speak or present
- A prize, award or an activity will be named after Nordea
- Other
- None of the above

CONTRACT PROFILE

***Banking & Life Insurance Exclusivity**

- We offer category exclusivity to Nordea
- We cannot offer category exclusivity to Nordea

***Number of current or potential sponsors**

- 0
- 1-4
- 5-9
- 10+

***Did you previously have a banking or financial sponsor?**

- Yes
- No

MARKETING POTENTIAL***Can you provide Representatives or Spokespeople from which Nordea can benefit?**

- Yes
- No

***Hospitality - please select all that are included in your proposal**

- VIP tickets
- General admission tickets
- Nordea customised VIP lounge / area
- Business to business networking
- Additional tickets at a cost
- Competition opportunity
- Other
- Not applicable here

***Access - please select all that are included in your proposal**

- Databases
- Newsletters
- Loyalty programmes
- Other
- Not applicable here

***Production**

- Our proposal includes all costs associated with producing Nordea materials (banners/signage/merchandise etc)
- Our proposal does not include all costs associated with producing Nordea materials
- Not applicable here

***Lead Generation Opportunities**

- We have a plan to allow Nordea to generate sales leads
- Not applicable here

***Licensing - please select all that apply to Nordea**

- Rights to produce merchandise with our partnership name and logo at no additional fee
- Rights to use our partnership name and trademarks for marketing purposes at no additional fee

- Rights to photography and pictures of our partnership at no additional fee
- Rights to film the partnership at no additional fee
- Rights to use athletes/experts as part of its marketing efforts
- Rights to licensing opportunities at additional cost
- Not applicable here

SOCIAL MEDIA

*Please tell us which social media platforms you have

- Facebook
- Twitter
- LinkedIn
- Instagram
- Snapchat
- YouTube
- Other
- Not applicable

RESEARCH AND IMPACT

*Which of the following research is included in your proposal?

- Spectator, attendees survey
- Awareness and image survey
- Ability to customise questions on your existing surveys (e.g. consideration, loyalty)
- Hospitality feedback survey
- Television monitoring, partners exposure time and share of voice
- Radio coverage
- Television and/or Radio Ratings
- Press clippings including partners coverage
- Website Statistics
- Social Media Statistics
- Not applicable here

*Please state your degree of compliance with the following requirement; Upon our annual impact evaluation, we are capable of completing the statement:

"The number of people who completed our project was ____, and those demonstrated a ____% increase in Financial Skills level and/or Entrepreneurship abilities."

- Our project is within Financial Skills and/or Entrepreneurship areas and we can comply with the above requirement
- Our project is within Financial Skills and/or Entrepreneurship areas and we cannot comply with the above requirement
- Our project is neither within Financial Skills nor Entrepreneurship areas, and is therefore not compliant with the above requirement

Your Contact Information

*Are you a Nordea employee?

*First Name

Last Name*Job Title****Organisation*****Address*****City*****Country****Region*****Postal Code*****Email*****Phone / Mobile**

Your Comments

Use the area below to type or paste comments. If you already spoke with someone at Nordea regarding your project/event, please type in here with whom you had your conversation.

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 summary is now ready. 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.