

# MANAGING SPONSORSHIP AND GRANT REQUESTS



Delhaize, the food retailer is extremely involved in society through sponsorship and grant initiatives. The retailer supports causes like healthy lifestyle, social commitment, and gastronomy. Delhaize needed an on-top solution to be able to:

- Manage and standardize more than 2000 incoming requests per year
- Filter the projects based on their selection criteria
- Ensure all project submitters receive an answer in time

## HOW DID WE HELP SOLVING ISSUES?

- ✓ Both sponsoring and NGO requests are now collected through a **single entry point** 2 **tailor-made forms** are filled in to provide information regarding the project category, the location, the targets, the events, the budget etc.
- ✓ Email requests are transferred to the Optimy Solution via a dropbox email address.
- ✓ Incoming requests are **filtered** based on **pre-defined criteria** to automatically refuse the requests that don't match Delhaize's criteria.
- ✓ Every **key information** is available on a **single page**: the project dates, its description, the sponsorship type, the sponsors' name etc.
- ✓ **Systematic and personalised emails** are sent to project owners, starting from the submission of the request to the decision of Delhaize.
- ✓ For each action approved, a **letter** for the project owner is **generated** with all the action information.
- ✓ Generate **tailor-made and up-to-date reports**: number of projects accepted, number of projects refused, per category, date, location etc.

## ABOUT OPTIMY

The customer-oriented sponsorship & grant management software which helps sponsorship, partnership, CSR, grants and community investment professionals to improve their performance across the entire lifecycle of a project

+ 40.000

USERS

50%

TIME SAVED

98%+

RETENTION RATE

«Thanks to Optimy software, we save time everyday by filtering automatically all the incoming requests so we retain the projects that match the most our strategies. Plus, Optimy is constantly improving the tool to adapt it to our needs.»

Gilles Dartois, Out Store Event, Media, Folder & Tax - Marketing Department

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