



PRIX ARDENT - CORPORATE FUND - CHARTER

INTRODUCTION

Each year, the Ardent Awards make every effort to evolve and innovate in order to best support the Liège associative environment. We are once again holding out a hand in this 6th edition, but this time by inspiring other companies than those that make up Ardent Group, to join this charitable adventure via a new innovative concept: the Corporate Fund.

We are inviting companies to follow in our footsteps in the great human adventure that is the Ardent Awards. This call for mobilization will raise funds to support more organizations to carry out their social and environmental projects. The commitment of these companies will symbolize a significant societal impact born from a meeting between the economic and social world, a starting point for a coherent, positive and promising synergy.

Concretely: for the winning organizations, the Corporate Fund will be added to the Ardent Awards already won by each of the 5 organizations, namely 10,000 euros. For the organizations that are nominated in the competition but do not win, the Corporate Funds will be added to the 1,250 euros compensatory prize.

CORPORATE FUND

A TRUE SOLIDARITY COMMITMENT

An ethical and individual commitment for each donor company in the form of financial support paid to the nominated or winning organizations of the Ardent Awards competition (in addition to what they will already receive via the Ardent Awards).

MUTUAL RESPECT

The Ardent Awards undertake:

To be transparent about the use of the donation in its entirety by the organizations and the development of their project.

Companies are committed:

To respect the project of the organizations and to accept the Ardent Awards competition rules in their entirety.

A BOND OF TRUST WITH A REAL DESIRE TO SHARE

An association between companies and the Ardent Awards giving rise to a common act of solidarity.

The Ardent Awards set up a rigorous selection process for associations including public voting and the intervention of a committee of expert judges in each of the prize categories of the competition.

BENEFITS FOR COMPANIES

LOCAL AND SOLIDARITY

The Corporate Funds is about supporting concrete and sustainable local actions.

RESPONSIBLE AND HUMAN

Companies have the opportunity to engage in a socially responsible approach with a focus on social good. This commitment reinforces the image and values of companies in the eyes of all its internal and external employees.

INSPIRING

By being part of this competition, the companies are among the donors of the Ardent Awards and encourage their network to get involved.

VISIBILITY AND NOTORIETY

An enthusiastic and highly appreciated appearance:

- ✂ Via our various communications: email, website, etc.
- ✂ On our social media.
- ✂ During the Awards ceremony..

You will also receive our "Corporate funds" pack allowing you to communicate your participation on your own channels: banner, stamp, email signature, event photos.