

## **SPONSORSHIP POLICY, GUIDELINES AND APPROVAL**

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**Effective Date: November 6, 2018**

**Revised: March 24, 2022**

### **PURPOSE**

Netchex sponsors a select number of events that strongly align with its mission and strategic priorities. This policy describes the process of evaluating all sponsorship opportunities.

### **SCOPE**

All requests for sponsorship/community involvement.

### **POLICY STATEMENT**

Netchex receives numerous requests for support from various community groups and organizations in the form of events such as runs/walks, galas, golf tournaments, advertisements in programs, or other community outreach.

All sponsorship requests must be reviewed and pre-approved by the Netchex Giving Committee.

### **SELECTION CRITERIA**

Sponsorship support will be considered for requests that meet at least two of the following criteria:

- **Community Relations:** Events that align with the organization's strategic plan and support current service areas or markets.
- **Collaborative Relationships:** Events for organizations that have collaborative relationships with Netchex or support Netchex initiatives.
- **Marketing:** Events that meet Netchex's promotional needs. Netchex must receive recognition of sponsorship through the approved use of its logo in advertisements and other materials such as banners, t-shirts, online acknowledgements, etc.
- **Value:** The event/activity provides good promotional value for the dollars invested
- **Additional requirements as determined by the Committee.**

### **REQUEST LIMITATIONS**

Netchex will not support the following:

- Requests that do not comply with federal, state and local laws and regulations
- Requests that benefit individual endeavors with funds for their private use regardless of the intent or need
- Events or organizations outside of Netchex's service areas or markets

## **REQUEST PROCESS**

All requests for sponsorship must be submitted via the Sponsorship option located on [netchex.com](http://netchex.com) with the following:

- A completed Community Event/Sponsorship Request Form; and
- Sponsorship documents that provide a description of the event and expected attendance, breakdown of all sponsorship levels, and organizational benefit.
- Requests for first-time sponsorships must be received at least six weeks in advance of the deadline for making a decision.
- Requests for sponsorships funded in the past must be received at least four weeks in advance of the deadline for making a decision.

## **REVIEW AND APPROVAL PROCESS**

The sponsorship request must be approved by the Netchex Giving Committee before:

- A commitment is made to sponsor any event or organization using Netchex funds including in kind sponsorships.
- Netchex's name and/or logo are used in any brochure, flyer, program, banner, website or other printed or electronic media. All materials incorporating the name or logo must be approved by the Committee.
- Agreeing to attend an event as an official representative of Netchex where there are no associated costs.
- You will be notified within 5-7 business days of submission of the Committee's decision.

***Note: Due to the number of requests and limited availability of funds, a request may be denied even if it meets the selection criteria.***