

# Cause-Related Sponsorship Guidelines

## OVERVIEW:

CommunityAmerica will consider sponsorship of charitable activities/events that promote positive social welfare purposes including, but not limited to, purchasing a table at a charitable dinner, fundraisers or other events. On these occasions, the payment for sponsorships and participation are made with a reasonable expectation of receiving recognition of CommunityAmerica for their support. An example would be sponsorship of a charitable dinner where the CommunityAmerica logo will be featured, recognition through the organization's website, social media efforts, etc. CommunityAmerica employees may not submit on behalf of a nonprofit organization.

All cause-related requests should be submitted through our online application process. A confirmation email will be sent to the email provided in the application and an additional notification once a decision has been made. No multi-year commitments will be considered. For inquiries for non-charitable sponsorship opportunities, please contact Ashton Peters, Sponsorship and Events Marketing Specialist, at [apeters@cacu.com](mailto:apeters@cacu.com).

## SPONSORSHIP ELIGIBILITY REQUIREMENTS:

CommunityAmerica seeks to partner with organizations who demonstrate the following:

- Must be a 501©3 organization in good standing.
- Program/project must be located within CommunityAmerica Credit Union's primary field of membership defined as Kansas City's five-county metropolitan area, which includes Clay, Jackson and Platte counties in Missouri and Johnson and Wyandotte counties in Kansas. Local chapters of national organizations may apply.
- Eligible organizations include, but are not limited to: colleges and universities, public school district charitable foundations, civic, arts and culture organizations, health and human service agencies, animal welfare agencies, and environmental organizations.

## CRITERIA:

Applications are evaluated for:

- Opportunity to reach targeted audiences and create recognition of CommunityAmerica
- Positive exposure consistent with CommunityAmerica's brand
- Demonstrated experience in delivering value to sponsors
- All applications must be received at least eight weeks prior to any recognition or print deadline
- No multi-year commitments will be considered



PO Box 15950  
Lenexa, KS 66285-5950

---

913.905.7000 | 800.892.7957  
CommunityAmerica.com

## SPONSORSHIP RESTRICTIONS

CommunityAmerica will not provide funding for:

- Organizations that discriminate in the provision of services unlawfully or in a manner inconsistent with CommunityAmerica's policies on the basis of race, religion, color, sex, national origin, age, marital status, mental or physical ability, sexual orientation, gender identity or expression; or military status, in any of its activities or operations.
- Individual sports teams, including local youth sports organizations such as Little Leagues;
- Individual K-12 public or private schools or school-affiliated orchestras, bands, choirs, clubs, drama groups, yearbooks or class parties.
- Political candidates, campaigns or organizations.
- Private clubs, fraternities or sororities.
- Events or other foundations for purposes of building endowment.
- Individuals, including individual scholarships

## REPORTING AND RECOGNITION REQUIREMENTS

- The grantee organization agrees to seek publicity for the sponsorship, as possible, within the parameters of their own recognition guidelines and to communicate that recognition plan upon acceptance of the grant.
- The grantee organization agrees to recognize CommunityAmerica Credit Union via a social media post expressing thanks for our support and using the hashtag of #CACUGIVESBACK.
- CommunityAmerica Foundation will require a final report within one year from the award of the grant.

*Note: CommunityAmerica reserves the right to update and modify these guidelines at any time.*

*Guidelines Updated: 03/01/2020*