

# 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 Kevin Lawson, Manager of Field Marketing and Partnerships, at [klawson@cacu.com](mailto:klawson@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



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## 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 schools or school-affiliated orchestras, bands, choirs, clubs, drama groups, yearbooks or class parties;
- Faith-based schools or organizations for sectarian purposes;
- Political candidates, campaigns or organizations;
- Private clubs, membership organizations, fraternities or sororities;
- Other foundations for purposes of building endowment;
- Individuals, including individual scholarships

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

*Guidelines Updated: 02/01/2018*