

## **SPONSORSHIP GUIDELINES**

**Local Sponsorships** have a localized appeal and primarily impact a state, county or town. They provide Farmington Bank with opportunities to build meaningful relationships with our communities, employees, and existing and prospective customers. Local sponsorships generally fall into two categories:

**Events** are one-time activities that potentially benefit an organization. These may include, but are not limited to, dinners, dances, parades and food drives.

**Programs** are more likely to be on-going activities and may be educational in nature or provide entertainment. These may include summer concert series, lectures series or workshops.

### **Sponsorship benefits may include:**

- Marketing and business opportunities
- Promotional opportunities
- Entertainment – Dinner, tickets
- Community relations value
- Volunteer opportunities

## **ELIGIBILITY REQUIREMENTS**

Proposals will be considered only if they meet the guidelines outlined and provide the required supporting documentation.

- The proposal must serve residents of communities which fall within our geographical footprint.
- Funding requests are accepted at any time and are reviewed once a month. **When possible, organizations should apply a minimum of three (3) months in advance of the event or program.**
- Only one community sponsorship will be awarded to an organization per calendar year. If renewed funding is desired, the organization must submit an additional request the following calendar year.
- Farmington Bank considers sponsorship proposals from a wide variety of organizations. Preference is given to projects and activities that have broad based support and fall within our giving priorities.

## **INELIGIBLE REQUESTS**

Unfortunately, community sponsorships cannot be made to/for the following:

- Individuals and families
- Organizations or events which are not open to members of the general public
- National conferences
- Single issue organizations (organizations that research or increase awareness of a single issue or illness)
- Advertising or professional fundraising
- Membership fees or dues
- Research projects
- Pageants
- Deficit spending or debt liquidation

**Organizations should complete the Farmington Bank Community Support Sponsorship Form and return the completed form along with specific information on the event/program to their local Farmington Bank branch or representative.**