

SPONSORSHIP POLICY, GUIDELINES AND APPROVAL

Effective Date: November 6, 2018

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 under the About Us column found at the bottom of the page on 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.