



## **Sponsorship Guidelines**

Sponsorships: usually fund one-time or recurring events and activities in the community in exchange for specific promotional benefits, particularly name and brand awareness.

Sponsorships are typically given in exchange for promotion that directly benefits the sponsor.

### **Guidelines**

- Are one-time events or special events where attendance is available to any Mequon or Thiensville resident that may occur on a scheduled (i.e. annual) basis, such as “tastes”, races, runs or walks, golf tournaments or scrambles, and corporate tables at special galas or events,
- Build name and brand awareness through publicity of the sponsor’s name and logo, and
- May also be a fundraising event.

### **Eligibility**

- Applicants must be located in and provide their program/activity/event/opportunity in the City of Mequon or Village of Thiensville
- Organizations must have a non-discrimination policy.
- Organizations applying must meet one of the following criteria:
  1. An organization holding a current tax-exempt status under Section 501(c)(3), (4), (6) or (19) of the Internal Revenue Code.
  2. A recognized government entity: state, county, or city agency, including law enforcement or fire departments, that are requesting funds exclusively for public purposes;
  3. A K-12 public or private school, charter school, community/junior college, state/private college or university;

### **What we do not fund:**

1. Individuals
2. Religious, labor or political organizations
3. Conferences and meetings
4. Organizations that are located outside the City of Mequon or Village of Thiensville
5. Activities, events or programs outside the City of Mequon or Village of Thiensville

### **Other**

- Sponsorships will be limited to one sponsorship per calendar year.

- Sponsorships are typically for \$1,000 or less. For sponsorship requests in excess of \$1,000, please contact the MTCF Board President ([info@mtcfgives.org](mailto:info@mtcfgives.org)) prior to submission of your sponsorship request.
- All sponsorship requests are reviewed and decisioned by the MTCF Communications and Brand Awareness Committee and approved by the MTCF Board based on criteria that align with MTCF's mission and pillars and are within the approved MTCF budget with the following pertinent provisions.
- Applications can be submitted anytime throughout the year.
- Once the budget is spent for the fiscal year, an announcement will be made on the website that we are no longer reviewing applications.
- Sponsorship request deadlines: March 15, April 15, October 15, and December 15th.
- To apply, please use our sponsorship application form.

Updated 4/1/25