

Community Sponsorship

Guidelines



About the Community Sponsorship Program

In addition to supporting non-profit organizations that foster economic development and social wellbeing, Charter Oak is also committed to supporting a variety of programs, events and community groups that may not fall under the 501 (c) (3) categories. We look forward to partnering with the community not only to improve the quality of life for its residents, but to also provide Charter Oak with the opportunity to meet potential members throughout New London and Windham counties. Therefore, requests for Sponsorship funding should not only benefit your cause, but also provide visibility to our credit union. Examples of our Community Sponsorships include but are not limited to, supporting local baseball teams, purchasing ads in various print publications such as high school yearbooks, joining Chambers of Commerce, participating in parades, or sponsoring community events. Generally, Community Sponsorship awards are less than \$5,000.

Donor Recognition

Submissions to the Community Sponsorship Program should include at least one of the following elements:

- Name recognition program through the naming of the event or a particular aspect of the event
- Logo or name inclusion on event/program materials
- Invitation to presentation program such as ribbon cutting, groundbreaking, official opening, etc.
- Opportunity to place signage at events, if applicable
- Media release to promote community awareness of Charter Oak's contribution
- Donor recognition in organization newsletter and on website
- Recognition in program/event advertising and/or promotions

Submitting Requests for Sponsorship Funds:

Requests for funding may be submitted at any time throughout the calendar year. All requests must be accompanied by a completed Community Sponsorship Request Form. Sponsorship brochures detailing information requested in the Request Form could also be accepted.

All requests must be submitted to:

Charter Oak Federal Credit Union Community Giving Program
Attn: Community Relations Manager
1055 Hartford Turnpike
Waterford, CT 06385

We cannot accept applications via fax or email. Applicants may request information about the program or how to apply for funding by calling the Community Relations Manager at 860.446.3254 to discuss their project prior to submitting an application.

Reviewing Requests:

Sponsorship requests less than \$2,500 will be reviewed upon receipt and all applicants will be notified in writing of the Community Giving Committee's decision. Funding recipients may be required to open a Basic Checking Account with Charter Oak Federal Credit Union in order to receive funds. Once an account is opened at one of our branches, Sponsorship funds will be deposited into that account and made available for withdrawal. However, exceptions may be made for some entities such as baseball teams or very small organizations that would not be able to open an account. In these cases, checks will be sent in lieu of a deposit into an account.

All requests for funding over \$2,500 will be reviewed by the Community Giving Committee on the same quarterly schedule as the Community Giving Grants Program, which is outlined below:

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- Recipients for funding requests received by January 1st will be announced in March.
- Recipients for funding requests received by April 1st will be announced in June.
- Recipients for funding requests received by July 1st will be announced in September.
- Recipients for funding requests received by October 1st will be announced in December.