

# ***Community Sponsorship*** **Guidelines**



## **About the Community Sponsorship Program**

In addition to supporting non-profit organizations that foster economic development and social well-being, 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 to improve the quality of life for its residents, and 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. Generally, Community Sponsorship awards are less than \$1,000.

## **Charter Oak 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
- 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  
Attn: Marketing Department  
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 Marketing Department at 860.446.3425 to discuss their project prior to submitting an application.

## **Reviewing Requests:**

Sponsorship requests less than \$1,000 will be reviewed upon receipt and all applicants will be notified in writing of the Community Giving Committee's decision.

All requests for funding over \$1,000 must be submitted as a Grant application. Grant applications can be found [here](#).