



community foundation

Muskegon County

SPONSORSHIP GUIDELINES

The Foundation strives to maximize the community impact of its sponsorship support. Sponsorships are not automatically guaranteed in subsequent years and are reviewed based on the following criteria:

- Aligns with CFMC's mission and vision
- Supports or aligns with CFMC's grant priorities
- Supports or aligns with CFMC's leadership goals – building an inclusive community, creating hope and opportunity for our youth, supporting more collaborative community goals and decision-making for the common good
- Foundation has an established relationship with organization
- Organization has the capacity to successfully deliver the program or event
- Organization or event primarily serves Muskegon County residents
- Organization or event reaches diverse and/or underserved populations
- Organization or event provides CFMC with high level of community visibility
- Availability of budget
- A documented community need that organization or event/program is addressing

Sponsorship level will be determined based on strategic considerations and number of criteria met. Additionally, proposals are evaluated for:

- Tangible benefits associated with the partnership
- Opportunity to create long-term value
- Building community relationships
- Potential to be leveraged with additional resource investment

Ineligible for Sponsorship:

- Requests that benefit an individual person or family
- Religious activities, in whole or in part, for the purpose of furthering religious doctrine
- Travel expenses
- Door prizes or raffles
- General operating expenses
- Golf outings
- Political candidates or organizations
- Film or documentary productions
- Memorials or endowments