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

Revised: 6/26/18