

# Sample Business Donation Guidelines 01/17/07

While we recognize the benefit of supporting the community through sponsorships and donations, we must also be responsible for staying within budget. In doing so, we should take care to follow these guidelines to ensure the greatest PR benefit for our company and the greatest benefit for people in our community.

- We will choose to support events providing the greatest level of advertising to benefit our company. Does the event offer opportunities to place our logo on banners and shirts? Is there an opportunity for us to distribute promotional materials on site?
- We will choose events that target our customers or people most likely to become our customers based on demographics or location. With a marketing focus on future growth, we will primarily focus on activities reaching high school teens, college students and families with young children.
- We will choose events that will benefit the greatest number of people.
- We will choose events that are in good taste and will create a positive image for our company.
- We will consider the availability of funds in our community sponsorship budget, with preference given to requests made well in advance of the event date. A maximum of \$500 will be given for any single request.
- Preference will be given to events or sponsorships that we can be certain will result in new business.
- We will give special consideration to requests made by customers and employees involved with an organization or event; however, our first preference will be for events that fall within the above guidelines.



Sample Business Donation Guidelines provided by Mustard Seed Marketing. Find more sample small business marketing materials at <http://www.marketing-small-business.net>.