



Life is exciting. Let us help.®

Sponsorship Guidelines

GUIDELINES FOR SUBMITTING A REQUEST:

All requests must be submitted via Berkshire Bank's website application form, and according to the guidelines below.

SPONSORSHIP APPLICATION PROCESS:

All applications must be made online. Berkshire Bank will accept only online applications. Organizations may apply for sponsorships and submit the required information. 501(c)(3) nonprofit organizations seeking funding may apply for grants through the Berkshire Bank Foundation's application, found at www.berkshirebank.com/giving, within the Berkshire Bank Foundation Philanthropic Grants section.

Funding decisions are based on available resources and the degree to which proposals meet Berkshire Bank's sponsorship priorities and funding criteria. Completed online applications are reviewed on a monthly basis. You will be notified via email of request approval or denial.

ELIGIBILITY:

- To be considered for funding organizations must:
- Be located in or primarily provide service in Berkshire Bank's service areas.
- Submit a completed online application and provide such other documentation as may be requested.
- **Response date deadline must be 45 or more days from your request date.**

PRIORITIES:

- Berkshire Bank gives greater consideration to organizations that:
 - Offer assistance and/or collaborate with existing community resources
 - Evaluate on measures that ensure mutually beneficial and equitable results
 - Services/event occurs within and benefits communities located in the Berkshire Bank footprint company-wide. This includes Connecticut, Capital District and Central New York, Vermont, New Jersey, Pennsylvania, Pioneer Valley, Eastern and Central Massachusetts.

Examples of recently sponsored programs and/or organizations include:

- Regional events with proceeds being donated to charitable research nonprofits
- Financial literacy programs
- Mentoring programs for at-risk students and youth
- Cultural enrichment programs in schools and museums
- Early childhood development educational programs, library programs, professional skills programs, etc.

LIMITATIONS:

Berkshire Bank will consider no more than **one application** per year from any single organization.

Organizations that have been funded by the Berkshire Bank Foundation are not eligible to reapply for Bank sponsorship support in the same year. This Guideline is intended to help encourage and ensure that agencies and organizations remain entrepreneurial in their efforts to obtain funds from a variety of funding sources.

Berkshire Bank does not generally support the following:

- Organizations outside of our defined market area
- Fraternal, labor and political organizations, including fraternal orders of police and firefighters
- Lobbying groups
- Religious organizations
- Private foundations
- Intermediary organizations that raise and distribute funds in their own name
- Annual memberships and annual appeals
- Pass through donations
- Endowments/Capital campaigns
- Underwriting support for conferences or seminars or travel expenses
- Camperships
- Scholarship Programs
- National health related organizations
- Advertising, fundraising or incentive programs
- Individuals
- Third party solicitations
- Organizations with limited availability to general public
- Adult clubs, teams and/or associations

SUBMITTING AN ONLINE SPONSORSHIP APPLICATION:

Berkshire Bank's sponsorship application process can be completed entirely online at www.berkshirebank.com/giving, within the Berkshire Bank Community Sponsorships section. The online request form includes basic organizational and contact information and requires those applying to attach the following information depending on the amount of support an organization is seeking.

1. **Project Information (to be attached):** A one page narrative describing your proposed project, or sponsorship request form. It should answer the following (if applicable):
 - Project description, purpose, timetable, goals, and impact
 - Description of organization and basic services offered
 - Who the project will serve? (# Beneficiaries, income groups, age groups, etc.)
 - How the project will impact the beneficiaries and the community?
 - How the outcome of the project will be evaluated and measured? How will the Bank's support be recognized?
2. Proposed line item project budget for project. (if applicable)