



BUSINESS IMPROVEMENT DISTRICT Sponsorship Program Guidelines

Coliseum Central Business Improvement District (DISTRICT) is a non-profit organization established to create programs and initiatives that are designed to enhance and improve the quality of the District. Each year we receive many requests for donations and support from a wide variety of organizations and individuals and unfortunately, we can't assist everyone. This policy has been established to address all requests on a case by case basis, based on the assessment criteria contained in this document. Each request will be carefully assessed to determine if it meets the District's sponsorship, marketing and community objectives. Consequently, we are unable to proceed with requests for support that do not fit within these objectives. In addition, budgetary constraints limit the number of opportunities and or amount of sponsorship that we can undertake. The District seeks to act as a good corporate citizen at all times and is required to be good stewards of the funds which are available through the Marketing budget. We recognize the important role we play as a member of the community, and support selected activities and organizations that benefit the community in which we operate. All sponsorship applications will be evaluated according to the criteria set out below and must be submitted on the form provided. In the context of this policy, 'sponsorship' is defined as the provision of the intent of the sponsorship program to promote the District in a manner which will increase exposure of the district to the public through means which are mutually beneficial to the both parties and found to be of benefit to the entire District.

The program requires that all proposals meet the following guidelines:

- Applicants must complete an application form available at any time from the District office
- Applications must be submitted 60 days prior to the month which the Marketing Committee is to review
- Create opportunities for additional exposure of the District and in which the perception of the District will be enhanced
- Sponsorships which create a partnership which has proper value to the District's mission
- Sponsorships which promote our District to visitors and guests of the District
- Sponsorships which help promote the District to future businesses
- Sponsorships which meet the allowable budgeted constraints

In reviewing such sponsorships, the DISTRICT will not approve funding base on the following guidelines:

- Sponsorships which request funds for infrastructure or other building materials
- Sponsorships which do not match the goal or mission of the District
- Sponsorships which have not been properly submitted
- Sponsorships which are not submitted in the proper time frame

COLISEUMCENTRAL

GET CENTERED



- Sponsorships where the applicant has received a prior sponsorship within the previous 12 months
- Sponsorships in excess of \$10,000.00

Applicants must obtain, correctly complete and submit to the DISTRICT office within 60 days prior to the scheduled Marketing Committee meeting. The Marketing Committee will review the properly submitted sponsorship and make a recommendation to the Board of Directors which will render a decision. All decisions are final and cannot be resubmitted without the Board of Directors approval.

By filling out and submitting this application, applicant understands and agrees to the Board's right to reject any sponsorship on any grounds which they deem as inappropriate. The Board of Directors will make a good faith effort to give its approval or denial of such sponsorship requests within 45 days of receipt by the Board at a regular meeting of the Board.

Applications for sponsorship may only be approved on a case-by-case basis by the Board of Directors of the DISTRICT. If the DISTRICT finds itself in receipt of multiple applications for grant funds in excess of the available budget, then the following procedure will be used for selecting which project to fund:

- Smaller, locally owned businesses will be given a higher funding priority than larger businesses
- Applications which best meet the DISTRICT required guideline objectives

For more information about the program or to obtain an application form, contact the Coliseum Central Business Improvement District office at 4410 E. Claiborne Square, Suite 211, Hampton, VA 23666 (757) 826-6351.