



**GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED**



2009-10 Sponsorship Criteria

The Women's Initiative of the United Way of Central Massachusetts is offering sponsorships of up to \$5,000 for activities that meet the following criteria:

- Must be an activity or an event that is aligned with, and addresses the mission of the Women's Initiative to promote women's leadership and philanthropy to effect positive and measurable change for women and children. Of particular interest is the focus to eliminate violence in the lives of adolescent girls by supporting, strengthening and building the health and safety of adolescent girls.
- Must be located in and serve the residents of the United Way's Central Massachusetts service area. (See a service area map on our web site http://www.unitedwaycm.org/what_we_do/service_areas.htm)
- Must be a not for profit 501(c)(3) organization or have a partnership with a fiscal agent who is a 501(c)(3).
- Must provide visibility to the Women's Initiative and its focus in at least three of the following six ways:
 - Demonstrates and or provides a platform for building community awareness of the Women's Initiative mission.
 - Credits the Women's Initiative sponsorship by using the Women's Initiative United Way logo in all promotion for the activity.
 - Credits the Women's Initiative sponsorship by using the Women's Initiative United Way logo in all printed materials produced for the program or activity that is sponsored.
 - Prominently display the Women's Initiative banner at the event or program.
 - If it is a program with a speaker or speakers, acknowledge the Women's Initiative's sponsorship as a part of the program.
 - If there are press releases for the program or activity, or a report about the program or activity is printed in your organization newsletter, the Women's Initiative sponsorship is acknowledged.

Sponsorships requests will be reviewed by the Women's Initiative Coordinating Committee and awarded on the basis of the merit of the application as it exemplifies the criteria listed above. A total of \$10,000 is available for these sponsorships and will continue to be awarded until the total has been invested or by June 30, 2010.

If you receive a sponsorship you must agree to complete and submit a report to the Women's Initiative at the completion of the event or activity that was sponsored. If there is any evaluation of the event or program that is conducted by your organization you must agree to share those results with the Women's Initiative.