



philly.com

Bringing Home the News.

Thank you for contacting The Inquirer, Daily News, and philly.com regarding support for your organization. Our products are committed to social responsibility and community involvement. We promote these values not only in our coverage of the community, but also by our active support for organizations and causes that serve the public interest and well-being. As concerned corporate citizens, The Inquirer, Daily News, and philly.com maintain a contributions program that has the following objectives:

- To provide an annual level of contributions that reflects our company's success
- To support programs that address compelling needs within our region
- To increase positive awareness of The Inquirer, Daily News, and philly.com and promote goodwill in the communities we serve

Focus areas (Requests must fall into one of the following):

Arts and Culture

Programs that reach out to the broad community to improve understanding and educate communities on the diversity in the arts

Civic and Community

Community and neighborhood economic development programs
Voter registration and education
Citizenship training

Education and Journalism

Journalism education programs or other curricula relevant to the newspaper
Literacy initiatives

Health and Human Services

Children's programs
Programs that encourage youth development
Programs intended to educate disadvantaged groups
Eldercare programs
Housing/homelessness

Eligibility – General Requirements

- Qualify as tax exempt under IRS code section 501 C (3)
- Maintain non-discriminatory policies and practices
- Focus activities in communities within our region
- No more than one grant may be received within a calendar year

Grant Restrictions

The following organizations or fundraising programs are ineligible for grants:

- Political organizations and candidates for political office
- Religious organizations whose programs and services are limited to members of a single religious group
- Veteran's organizations, fraternal orders of clubs, private or neighborhood clubs and associations unless the grant is intended to benefit the community at large
- Trips or tours
- Subscriptions to testimonial dinners unless the honoree or sponsoring organization is directly connected to the newspaper's community role
- Direct grants to individuals
- National health agencies without regional presence
- Other grant-making organizations except community foundations

Request Procedures

All event organizers are required to complete our Sponsorship Application. These are reviewed monthly and you will receive an indication of our interest.

It is recommended that this application be submitted at least three to four months before the day of the event.

Please be assured that our staff will treat the information you provide with complete confidentiality. Once the application is complete, please send it and any supporting documentation to Ruth Auslander at the numbers below.

Ruth Auslander
Community Affairs
400 North Broad Street
Philadelphia, PA 19101
Fax: 215-854-4216
Email: rauslander@phillynews.com

The Inquirer



philly.com

Bringing Home the News.

SPONSORSHIP APPLICATION FORM

Event Name/Organization

Is this a non-profit organization?

If yes, please provide Tax Payer ID # and copy of documentation verifying the organization's 501c(3) status.

Name and title of person completing application

Date

Phone #

Fax #

Email address

Mailing Address

Name of Event

Program Producer

Date of Event

Time

Location

NOTE: *If you need more space, attach separate sheets with numbered answers.*

1. Please describe purpose of the event and how event will benefit the community (please be specific).

2. Please list specific sponsorship services you are requesting (type and amount of in-paper advertising, on-line exposure, financial contribution, booth or display at event, etc.).

3. Describe how our newspapers will be recognized as a sponsor. Include quantity of printed pieces, on-site signage; booth space (if applicable); extent of media placements; how our newspapers will be treated in other media (video, audio and non-English language print); and number of tickets provided to sponsor, if applicable. Where applicable, please attach a dollar value to the benefit offered and a total dollar value of the benefits to be received by The Inquirer, Daily News, and philly.com.

Benefit

Value

4. If applicable please describe how tickets will be offered to the public and pricing structure.

5. Please provide a brief history of the event/program and results if held previously including attendance and monies raised. Please describe desired results for this year's event including projected attendance and monies expected to be raised.

6. Please list all confirmed sponsors, their sponsorship level (e.g. title, presenting, etc.) and the value of their commitment (in cash or dollar value of goods and services). Please note if contribution is cash or in-kind services. And, be sure to include all other media sponsors and any on-line sponsors.

Sponsor Name

Level

7. What is the maximum number of sponsors for this event?

8. Name and describe the beneficiary if applicable. Please provide projected percentage of proceeds and dollar amount beneficiary will receive.

9. Do other programs of The Inquirer, Daily News, and philly.com fund the producing or beneficiary organization?

If yes, please detail the amount of funding over the last three years and when funding was received.

Funding Program

Amount of Funding

Year Received

10. Has paid advertising promoting this event been purchased in The Inquirer, Daily News, and philly.com in previous years? If so, please describe by year of event and total dollars spent.

Year

Total Dollars Spent

11. Will any paid advertising be purchased in The Inquirer, Daily News, and philly.com for this year's event (in addition to ad space that may be donated as part of a sponsorship)?

12. If so what is the budget for the expenditure with The Inquirer, Daily News, and philly.com?

I attest that all of the information that is provided in this document is true. (Please sign and date below)

Signature

Print Name and Title

Date