



January 15, 2019

RE: Hats Off policy for sponsorship, donation and volunteer opportunities

As a corporate citizen, Hats Off receives multiple requests from organizations who count, partially or entirely, on public donations to fund their activities. Although we do our best to answer all requests and support our community as much as possible, we are not able to support all of them. This policy outlines the requirements for submitting your request.

1. **OBJECTIVES** - With this policy, Hats Off provides

- information for opportunities to the team managing donations and sponsorships budget while ensuring the application of transparency and equity principles;
- a framework and selection criteria to all requesting organizations helping them understand the requirements

2. **TERMINOLOGY** –

Donation – a philanthropic contribution made in money, products or services to non-profit organizations that contribute to the brand but do not require a return on investment. Examples of donations are auctions, award dinners, and product contributions.

Sponsorship – a partnership acquired by an investment of cash, products or services. It includes exposure / promotion for Hats Off for return on investment, improvement of brand and / or positioning.

Volunteer – contribution of time for activities or festivals

3. **GENERAL CRITERIA** – donations or sponsorships handed out to organizations or events must:

- Hold the sponsored event within Whatcom or Skagit counties
- Represent a group of individuals. Donations or sponsorships cannot benefit a single person.
- Must include management – i.e. receipts for donation or sponsorship, organized efforts to coordinate activity and seek contributions

4. **ALL DONATION AND SPONSORSHIP REQUESTS MUST:**

- Be submitted in writing by filling out the donation and sponsorship form;
- Be submitted at least 30 days before the event;
- Clearly indicate the name of the organization, its mission, a description of the activity or event requesting Hats Off's support, the type of contribution wished for (in money or in products), the dates and locations of the event, as well as the number and profile of expected attendees or participants, and what the funds raised will be used for.
- Hats Off reserves the right to refuse a request even if the organization fits the criteria. Furthermore, seeing as the number of requests are high, Hats Off has no choice but to limit selections each year. Requests received September to December of each year for the next year will be given priority.



A T-Shirt Shop & More!

DONATION AND SPONSORSHIP FORM

Date of request: _____

Organization name: _____

Contact person: _____ Phone: _____

E-mail: _____

Organization address: _____

Please describe organization's strategy for supporting community: _____

Describe how you would like Hats Off to help: _____

How will this contribution be used: _____

Date of event or requested donation date: ____/____/____ (month / day / year)

Note: Please attach all documentation for your event / cause to this request.