



2018-2019 Sponsorship Requests Information and Instructions

AT A GLANCE

The Trust accepts requests for event sponsorship for the following purposes:

- Programmatic outcomes (e.g., increased awareness of a Trust mission-related issue)
- Marketing outcomes (e.g., opportunities that provide co-benefits to the applicant and the Trust such as marketing the “Treasure the Chesapeake” license plate program)

Award Amount:

On average, sponsorships awards are made at the \$1,000 level for programmatic support and \$500 for marketing support.

Deadline:

Rolling until fiscal year funds are expended

Submit Your Application on-line:

https://www.GrantRequest.com/SID_1520?SA=SNA&FID=35174

Overview and Example Event Types

The Chesapeake Bay Trust will entertain requests to sponsor events, such as conferences, festivals, and forums that allow the Trust to advance its mission.

Goals

Generally, the Trust will sponsor events through this opportunity that are intended for audiences of at least 100 people or greater.¹

The event must accomplish one or both of the following goals to be considered for sponsorship under this opportunity:

1) Programmatic Value – A programmatic connection to the Trust’s mission exists if the event goals are:

- a. Increased awareness within the event audience about issues pertaining to restoration and protection of the natural resources of the Chesapeake and/or Maryland’s other watersheds, or
- b. An encouragement of the event audience to change behavior that improves or protects these natural resources.

Examples of events with programmatic outcomes are conferences about water quality, habitat, green space, and other watershed issues or forums about restoration and protection solutions in which the audience emerges from the event with a better understanding of natural resource problems and solutions to those problems. The Trust, as part of its 2015-2020 strategic plan, has a goal to engage diverse, under-engaged audiences, and as a result, will look favorably

on events that attempt to make engage communities that are not yet aware of watershed issues.

2) Marketing Value – Events will be considered, generally at the \$250-\$500 sponsorship levels, at which the two major sources of revenue for the Trust, the “Treasure the Chesapeake” license plate program and the Chesapeake and Endangered Species Tax Check-off on the Maryland State income tax form are promoted.

An example of an event type with marketing value to the Trust is festivals with large attendance of individuals or communities with characteristics that make them likely to participate in the license plate and/or tax check-off programs. The applicant will be asked to provide hypotheses about why he or she believes the audience exhibits this likelihood.

The Trust is committed to the advancement of diversity and inclusion in its grant-making and environmental work. As a result, the Trust strongly encourages sponsorship applications directly from underrepresented groups and for events that increase awareness and participation of communities that are traditionally underrepresented, such as communities of color. For a full description of the Trust’s efforts to engage under-engaged groups, please see our 2015-2020 Strategic Plan.

¹ For events with smaller audiences, in which the programming is likely more focused, requesters are encouraged to consider the Trust’s grant programs, particularly our Outreach and Restoration Grant Program and Community Engagement Mini Grant Program (for relatively new applicants only).

Evaluation Criteria

The following criteria will be used to by internal expert reviewers to evaluate applications under the Sponsorship Program:

- **Consistency with Request for Proposal (RFP):** Is the event consistent with the intent and goals of the program? To what degree will the proposed event or sponsored activity provide programmatic or marketing value?
- **General Quality of Application:** What is the level of completeness and attention to detail?

Budget and Financial Reporting Requirements

Sponsorship funds may be used to offset overall costs of an event. The Trust will ask for a budget for the event, including total matching funds provided from all sources, but will not ask the applicant to attribute funds to individual line items.

Deadlines and Application Submission Instructions

Requests for this Program are accepted on an on-going basis until funds are fully expended for the fiscal year. Please check our website and sign up for our [grantee newsletter](#) for the most up to date information about the status of this rolling grant program. **Please note that the Trust must receive all proposals at least six weeks prior to the start of the proposed project. The Trust cannot make exceptions to this policy nor provide reimbursement funding for already completed projects.**

The Trust uses an online system for the grant application process, and if awarded, grants management. To apply for a grant, you can access the application by clicking the following link: https://www.GrantRequest.com/SID_1520?SA=SNA&FID=35174. Click on “New Applicant” and follow the on-screen instructions if you have not yet registered to use the system.

Application Review Process and Notification

Each application is reviewed by a review committee composed of individuals who are experts in the fields supported by this RFP. Reviewers score all applications based on the criteria above.

The Trust reserves the right to sponsor events and activities that advance its mission and meet its specific priorities and criteria.

To set applicant expectations prior to investing time in application, the Trust provides historical application approval rates for the same or similar programs: The average approval rate from the last two years in this grant program is 73%, which includes fully and partially funded applications. The average approval rate of all applications to the Trust is 33%. Should your proposal not be funded, you are strongly encouraged to contact the Trust to discuss and obtain reviewer feedback, which will make your proposal stronger for a future submission.

Award Notification, Funding Distribution and Final Reports: All applicants will receive an emailed letter stating the Trust’s decision. An application may be declined, partially awarded, or fully awarded. If approved, the Trust will email an award agreement with sponsorship conditions and the due date of the final report if required. Awardees must print, sign, scan, and upload the signed award agreement with original signatures to the online award management system.

The Trust will mail the check to the requesting organization following submission of the signed award agreement and any information necessary to meet contingency requirements. Please allow a minimum of four weeks (from the date the Trust receives the signed award agreement and any contingencies) for the check to be issued.

When the event is complete, requesters may be required to log into the online application system and answer a few questions about event attendance and success.

Contacts

Interested parties may contact the Trust prior to application submission to discuss appropriateness of the request:

Events with Programmatic Value:
Bre’Anna Brooks
(410) 974-2941 ext. 112
bbrooks@cbtrust.org

Events with Marketing Value:
Kelly Swartout
(410) 974-2941 ext. 107
kswartout@cbtrust.org

Request Instructions

The Trust uses an online system for the request process, and if awarded, sponsorship management. To apply for a sponsorship, the application can be accessed [here](#).

When completing the online request, you will be asked for the following information:

Event Title: List the title of your event

Organization Information:

- 1) Organization name
- 2) Address
- 3) City, State, Zip
- 4) Phone
- 5) Mission of Organization
- 6) Organization Type
- 7) EIN Number

An Executive Officer and Event Leader must be identified for all requests and must be different individuals. Both individuals must be staff or board members of the requesting organization.

Executive Officer of Requesting Organization: Provide the Executive Officer name, title, address, phone, and e-mail.

Event Leader: Provide the Event Leader name, title, address, phone, and e-mail.

Event Information:

- 1) Sponsorship level requested
- 2) Event date: enter event date(s).

Event Description:

Provide a brief description of the event in less than 450 words. Please make sure your description includes:

- a) Value to the Trust – programmatic (if applicable) For events with programmatic value to the Trust, please indicate how your event will increase awareness within the priority audience about issues pertaining to restoration and protection of the natural resources of the Chesapeake and/or Maryland’s other watersheds.
- b) Value to the Trust – marketing (if applicable) For events with marketing value to the Trust, please indicate how your event will increase awareness of the Trust, the “Bay plate,” and/or
 1. Tell us where you will use the Trust logo?
 2. How are you marketing this event? What media channels will you use to promote the event?
 3. What is the size of the audience that will be made aware of the event?
- c) Type of event (festival, forum, conference, etc.)
- d) Location of the event
- e) Audience expected at the event (e.g., restoration professionals, homeowners, music enthusiasts, etc.)
- f) Demographics of the audience at the event
- g) VIPs expected at the event
- h) Is there opportunity for the Trust to have a display table at the event?

Event Deliverables: Fill in a number of event outputs, including number of attendees, number of event volunteers, and expected print and online media hits.

File Attachment: Attach any files that support your request, such as the event sponsorship brochure or event agenda.

Budget Upload: Upload a budget spreadsheet that describes the general event costs and includes matching funds from other sponsors, either requested or in-hand. An itemized budget is not required.