



# Sponsorship Requests

FY 25 Request for Proposals

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Chesapeake Bay Trust

108 Severn Avenue, Annapolis, MD 21403

(410) 974 – 2941 ♦ [www.cbtrust.org](http://www.cbtrust.org)

# Sponsorship Requests

## At A Glance

### Program Summary:

The Trust accepts requests for the Sponsorship Program for the following purposes:

- Track 1: Programmatic outcomes (e.g., increased awareness of a Trust mission-related issue)
- Track 2: 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)

### Deadline:

Applications are accepted on a rolling basis until funds for this fiscal year are exhausted. **The Trust must receive all applications a minimum of eight weeks prior to the start of the proposed project.**

### Eligible Project Locations:

This program funds projects in Maryland and throughout the Chesapeake Bay watershed, including DE, DC, PA, VA, and WV, when there is a particular focus on Maryland audiences.

### Request Amounts:

Generally, sponsorships awards are made at the \$500 level for programmatic support and up to \$500 for marketing support.

### Submit Your Application:

Follow the instructions online at:

<https://cbtrust.org/grants/sponsorship-program/>

### Contact:

Programmatic Requests: Grace Dho, Program Assistant, (410) 974-2941 ext. 145, [gdho@cbtrust.org](mailto:gdho@cbtrust.org)

Marketing Requests: Suzanne Armstrong, Vice President of Development, (410) 974-2941 ext. 107, [sarmstrong@cbtrust.org](mailto:sarmstrong@cbtrust.org)



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## Introduction

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The Chesapeake Bay Trust (Trust) (<https://cbtrust.org/>) is a nonprofit, grant-making organization dedicated to improving the bays, streams, rivers, forests, parks, and other natural resources of all our local systems, from the Chesapeake to the Coastal Bays to the Youghiogheny River. The Trust, supported in large part by Maryland's Chesapeake Bay License Plate and partnerships with other regional funders, engages and empowers diverse groups to take actions that enrich natural resources and local communities of the Chesapeake Bay region. Since 1985, the Trust has awarded over \$160 million in grants to municipalities, nonprofit organizations, schools, and public agencies throughout Maryland and the Chesapeake Bay watershed.

## Program Goals and Eligible Project Types

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The Chesapeake Bay Trust will entertain requests to sponsor events, such as conferences, festivals, and forums that allow the Trust to advance our mission. Generally, the Trust sponsors events through this opportunity that are intended for audiences of 100 people or greater.<sup>1</sup> The event must have a programmatic or marketing goal as described in this section.

The Trust is committed to the advancement of diversity and inclusion in its award-making and environmental work, recognizing that the watershed will not be restored without a broad range of communities recognizing and investing in their natural resources, reaping the benefits of a healthier environment and the economic and health co-benefits that come with that investment. As a result, the Trust strongly encourages and will look favorably on applications directly from underrepresented groups, and for projects 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, see our strategic plan at [www.cbtrust.org/strategic-plan](http://www.cbtrust.org/strategic-plan) and <https://cbtrust.org/diversity-inclusion/>.

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

- **Track 1: Programmatic Value** – Programmatic requests will generally be considered at the \$500 level. A programmatic connection to the Trust's mission (<https://cbtrust.org/mission/>) exists if the event:
  - Is targeted towards a specific audience, with the goal of increased awareness among event participants about issues pertaining to restoration and protection of the natural resources of the Chesapeake and/or Maryland's other watersheds or
  - Encourages and provides tools/resources to event participants 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. Fundraising events will be considered on a case-by-case basis and should be submitted under the Marketing track.

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<sup>1</sup> 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 and Restoration Mini Grant Program, which is only for relatively new applicants.

- Track 2: Marketing Value – Marketing requests will generally be considered at the \$250 to \$500 sponsorship level. A marketing connection to the Trust’s mission (<https://cbtrust.org/mission/>) exists if the event:
  - Expands awareness of the Trust’s vision, mission, approach, and impact among key audiences of prospective donors, volunteers, and the general public
  - Engages audiences likely to participate in the following revenue streams:
    - The “Treasure the Chesapeake” (<https://cbtrust.org/purchase-a-bay-plate/>) license plate program;
    - The Chesapeake and Endangered Species Fund Tax Check-off (<https://cbtrust.org/taxdonation/>) on the Maryland State income tax form;
    - The Maryland Outdoor Recreation and Clean Water Fund (<https://cbtrust.org/mdoutdoors/>) where voluntary contributions are made when purchasing a Maryland fishing and hunting licenses, and/or registering a boat online; and
    - Healing, and Hunting, and Fishing Fund (<https://cbtrust.org/veterans/>) where hunters and anglers who obtain licenses online through the Maryland Department of Natural Resources’ (DNR) Compass registration system can choose to make a contribution to support the Fund

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.

## Eligible Project Location

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This program funds projects in Maryland and throughout the Chesapeake Bay watershed, including DE, DC, PA, VA, and WV, when there is a focus on Maryland audiences.

## Evaluation Criteria

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

- **Consistency with Request for Proposals (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?
- **Supporting Documents:** Are the relevant supporting documents (conference agenda, sponsorship package, etc.) included for proper evaluation of the request?

## Budget and Financial Reporting Requirements

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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.

## Eligible Applicants

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The Trust welcomes requests from the following organizations:

- Nonprofits;
- Faith-based;
- Community Associations;
- Service and Civic Groups; and/or
- Municipal, County, Regional, State, Federal Public Agencies.

## Request Amounts and Award Levels

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Generally, sponsorships awards are typically made at \$500 for programmatic support and made at \$250 to \$500 for marketing support.

## Deadline

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Requests for this program are accepted on an on-going basis until funds are fully expended for the given fiscal year (FY 25 is from 7/1/24 to 6/30/25). Check our website and sign up for our Grantee newsletter at <https://cbtrust.org/newsletters/> for the most up to date information about the status of this rolling program.

**The Trust must receive all proposals at least EIGHT 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.**

## Application Review Process

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Each application is reviewed by individuals who are experts in the fields supported by this RFP. Reviewers score all applications based on the “Evaluation Criteria” section.

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

To allow applicants to set expectations prior to investing time in application, the Trust provides historical application approval rates for the same or similar programs. Including both fully and partially funded sponsorships, the average approval rate from the last three rounds of this award program was 81% overall, 79% for programmatic sponsorship, and 90% for marketing sponsorship.

## Awards and Notifications

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All applicants will receive correspondence stating the funding partnership’s decision. An application may be declined, partially awarded, or fully awarded.

If approved under the Programmatic track, the Trust will send an award agreement with sponsorship conditions and the due date of the final report, if required. Awardees must sign 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.

If approved under the Marketing track, the Trust will send email correspondence notifying of the decision. The Trust will mail the check to the requesting organization following notification of approval. Please allow a

minimum of two weeks (from the date the Trust notifies the requesting organization of approval) for the check to be issued.

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

## Contact

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

For programmatic assistance contact Grace Dho at (410) 974-2941 ext. 145 or [gdho@cbtrust.org](mailto:gdho@cbtrust.org).

For marketing assistance contact Suzanne Armstrong at (410) 974-2941 ext. 107 or [sarmstrong@cbtrust.org](mailto:sarmstrong@cbtrust.org).

## Budget Instructions

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### Financial Management Spreadsheet – Application Budget Upload

You will be asked to upload your budget using the “Application Budget” worksheet of the Chesapeake Bay Trust’s **Financial Management Spreadsheet (FMS)**, an excel file template. The template can be found by visiting <https://cbtrust.org/forms-policies/> where you can also watch a video with instructions on how to complete the FMS.

#### For your budget request:

- Add your budget for the event. You do not need to attribute funds to individual budget line items.
- Add total matching funds provided from all sources. Indicate whether each match entry is applied for, pledged, or in-hand. Indicate in the narrative whether your organization has requested financial support from any other sources for the project not listed as match in the budget submitted.

### Financial Management Spreadsheet – Application Budget Information

This online application component will ask you to enter the request total. This total will be automatically calculated in the FMS Application Budget, so you will only need to copy and paste the value from the FMS to the online application.

## Online Application Submission Instructions

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The Trust uses an online system for the application process, and if awarded, project management. Watch our video on how to apply for and submit an application using our online system at <https://cbtrust.org/grants/>.

To apply for an award:

1. Go to <https://cbtrust.org/grants/sponsorship-program/> and click on “Start a New Application”
2. Log in with the email address and password of the Event Leader for the proposed project.
  - a) If you have applied in the past, use your existing username and password (if you have forgotten either of these use the ‘forgot password’ feature).
  - b) If you have not used our online system before, click on “New Applicant” and follow the instructions.

By submitting an application to this program, applicants acknowledge that: 1) they are compliant with federal employment and non-discrimination laws and 2) they have not been debarred, convicted, charged or had a civil judgment rendered against them for fraud or related offense by any government agency (federal, state or local) or been terminated for cause or default by any government agency (federal, state, or local). In addition, all final products will be provided to the funding partners for use and distribution at the sole discretion of the funding partners.

### **Online Application Form**

You will be asked to provide the following information on the online application form. Some items are required in order to submit your application. Refer to the online application for details.

- Eligibility Quiz
  - a) This three-question quiz is meant to assist you in determining if your project meets the requirements of this award program and that your staff/organizational structure best supports a successful application.
  
- Applicant Information Tab
  - a) Provide the organization's name, mailing address, phone number, organization type, mission, and EIN number.
  - b) Provide the Executive Officer and Event Leader's name, title, mailing address, phone number, and email address.
    1. Both an Executive Officer and an Event Leader, two separate individuals, must be identified for all applications.
    2. The Executive Officer and Event Leader must both be able to make decisions on behalf of the organization either as a board member, an employee, or other approved position recognized by the organization but not a contractor of the application.
    3. The Executive Officer is the individual that oversees the organization (e.g., Executive Director, Chief Executive Officer, Mayor, President or Vice President, Principal (for schools), etc.) and has the authority to sign/execute award agreements on behalf of the organization. The Executive Officer information is tied directly to all the organization's applications and should not vary from application to application. If the Executive Officer could be listed as the Event Leader in a future proposal, we recommend listing a Board Member or other higher-ranking position of the organization as the Executive Officer in order to reduce the variation in the Executive Officer across applications.
    4. The Event Leader will be responsible for all project coordination and correspondence with the Trust for the duration of the project. **The email address entered here MUST be the same as the email address you used to log in to the online system.** The Event Leader is the primary point of contact for the application, and the email address used to submit the application via the online system must be that of the Event Leader. Applications in which the email address associated with the Event Leader in the applicant information tab of the online opportunity does not match the email address used to submit the application will not be considered for funding. The Trust cannot conduct any official correspondence with contractors or other project partners. If at any time the Event Leader cannot continue in the position, the organization must contact the Trust and assign a new qualified Event Leader.



5. To avoid conflict of interest issues, individuals associated with for-profit entities to be engaged in the project cannot serve in either role.

- Event Information Tab

- a) Event Title: List the title of your event.
- b) Event Track: Select the appropriate track for your sponsorship request.
- c) Provide a brief description of the event in less than 450 words. Please make sure your description includes:
  1. Value to the Trust – programmatic (if applicable). For events with programmatic value to the Trust, indicate how your event will increase awareness within the priority audience about issues pertaining to protection and restoration of the natural resources of the Chesapeake and/or Maryland’s other watersheds.
  2. Value to the Trust – marketing (if applicable). For events with marketing value to the Trust, indicate how your event will increase awareness of the Trust and/or the “Bay plate.”
    - i. Tell us where you will use the Trust logo?
    - ii. How are you marketing this event? What media channels will you use to promote the event?
    - iii. What is the size of the audience that will be made aware of the event?
  3. Type of event (festival, forum, conference, etc.)
  4. Location of the event
  5. Audience expected at the event (e.g., restoration professionals, homeowners, music enthusiasts, etc.)
  6. Demographics of the audience at the event
  7. VIPs expected at the event where there is an opportunity for the Trust to have a display table at the event?
- d) Provide the event start and end date; the watershed, county, and legislative district in which the event is located.
- e) How did you hear about the sponsorship program?
- f) Provide the latitude and longitude coordinates of the event location.

- Deliverables Tab

- a) Provide estimated metrics for your proposed event such as number of attendees, number of event volunteers, and expected print and online media hits, etc.

- Volunteers Tab

- a) Provide a description of volunteer activities, the number of volunteers, and total number of volunteer hours.

- Partnerships Tab

- a) Provide a list of project partner organizations or contractors, individuals, their areas of expertise, and their role(s) in your event.

- Supporting Documents Tab

- a) Upload additional supporting documents, if needed/required.
- b) Attach any files that support your request, such as the event sponsorship brochure or event agenda.



- Budget Tab
  - a) Upload your application budget that describes the general event costs and includes matching funds from other sponsors, either requested or in-hand. An itemized budget is not required.
  - b) Use the Trust's Financial Management Spreadsheet and fill out the "Application Budget" worksheet. Refer to the Budget Instructions of this RFP.
  
- Terms and Conditions Tab
  - a) Agree to the specified terms and conditions for the program for which you are applying.