# G:\Marketing_and_Sales\MARKETING\Logos\AZL CORPORATE LOGOS\AZL_StarLogo_4C.pngCommunity Sponsorship Program

July 1, 2019 – June 30, 2020

Programmatic Sponsorship Application

The program must fall within one of the Giving Back pillars:

1. **Education** - Non-profit or 501(c)(6) programs with a mission to educate Arizona’s youth and community are eligible to apply under this pillar. Eligible educational programs can span across arts, culture, early childhood education, K-12, higher education, and more as long as there is a learning component of the program.
2. **Health and Human Services** - Non-profit or 501(c)(6) programs with a mission to improve the health and well-being of Arizonans are eligible to apply under this pillar. Examples of eligible programs include those that improve public health and safety; raise awareness of available resources; and provide services to the Arizona population.
3. **Economic Development** - Non-profit or 501(c)(6) programs with a mission to enhance Arizona’s economic prosperity and sustainability are eligible under this pillar. Eligible programs considered will focus on relevant economic issues, developing or aiding entrepreneurs, seeking solutions to Arizona’s economic challenges, and more.
4. **Environmental Conservation** - Non-profit or 501(c)(6) programs with mission’s to preserve Arizona’s unique landscape and improve the quality of the state’s natural environment and conserve habitat and wildlife are eligible under this pillar.

The Arizona Lottery requires the following criteria:

* Program and organization must operate in Arizona
* Funds granted must directly benefit Arizona programs
* The sponsorship must directly benefit the program and its participants
* Organization must provide IRS determination letter
* Organization must provide 3 years of 990s
* Organization must provide W9 with updated address
* Organization must provide list of Board of Directors
* Organization must provide list of top 5 funders/supporters
* Organization must provide annual schedule of marquee events – we want to know how we can fit in to these events in a unique way
* All applications must be completely filled out. If there are any blanks or missing documents, the application will be ineligible for review

Ineligible applicants:

* Organizations that discriminate on the basis of race, color, religion, gender, national origin, age, medical condition, veteran status, marital status, disability, ancestry, sexual orientation, or any other characteristic protected by law
* Endowment funds
* Religious organizations, churches, and programs that are purely denominational in purpose
* Extracurricular programs, leagues, teams or clubs that require fees to participate
* Programs hosted on elementary, junior high school and high school campuses
* Individuals

Added value and partnership opportunities:

*Through the programmatic sponsorship, Arizona Lottery is seeking to cultivate a strong partnership with organizations throughout the year, identifying all opportunities to collaborate and cross-promote with the grantee. Some examples include, but are not limited to:*

* Event program
* Ad space
* Logo
* Name
* Social media handles and hashtags
* Arizona Lottery logo, name, banners, presentations, on invitation, publicity, e-newsletters, email blasts and other marketing materials
* Speaking opportunity for Arizona Lottery Speaker’s Bureau
* Mention in event script
* Arizona Lottery named scholarship or award
* Arizona Lottery logo on website with a link to Arizona Lottery website
* Arizona Lottery logo on t-shirts
* Complimentary booth space

Timeline & Evaluation:

* Applications must be submitted within the scheduled timeframe (April 1, 2019 – April 30, 2019) listed on the website at [www.arizonalottery.com/givingback](http://www.arizonalottery.com/givingback).
  + All requests for sponsorship throughout fiscal year 2020 must be made during this time frame. This will be the only time Arizona Lottery will consider sponsorships for fiscal year 2020.
* Applications will be reviewed by a committee at the Arizona Lottery (May 1, 2019 – May 31, 2019).
* The guidelines set forth in this document will serve as the guide in evaluating sponsorship requests.
* After a determination is made, the Arizona Lottery will prepare notification letters.
* The Arizona Lottery will notify the organization of the review committee’s decision (June 17, 2019 – June 30, 2019).
* If a sponsorship is awarded, the Arizona Lottery will manage the sponsorship agreement between the Arizona Lottery and the awarded organization. Payment will be issued after the deliverables of the sponsorship are determined and finalized.

*It is at the discretion of the Arizona Lottery to award monetary sponsorships of any value to organizations as it sees fit, regardless of what was requested in the application.*

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| --- | --- |
| Community Sponsorship Program July 1, 2019 – June 30, 2020  Programmatic Sponsorship Application  *This is the final year of the Community Sponsorship Grant Program* | G:\Marketing_and_Sales\MARKETING\Logos\AZL CORPORATE LOGOS\AZL_StarLogo_4C.png |
| **All applications must be completely filled out. If there are any blanks or missing documents, the application will be ineligible for review.** |  |

## Organization Information

|  |  |
| --- | --- |
| Organization Name |  |
| IRS Classification |  |
| Date Submitted |  |

### Organization’s Mission:

|  |
| --- |
|  |

## Contact Information

|  |  |
| --- | --- |
| Name |  |
| Title |  |
| Street Address |  |
| City, ST ZIP Code |  |
| Phone Number |  |
| E-Mail Address |  |
| Website |  |

## Organization Program – Which program would you like Lottery funds to support?

|  |  |
| --- | --- |
| Program Name(s) |  |
| Requested Amount (up to $15,000) |  |

### Describe the program you are requesting funding for:

|  |
| --- |
|  |

## Budget Information

Breakdown of Overall Organizational Budget (How does your organization spend its money?):

|  |
| --- |
| % Administrative Costs |
| % Operational Costs |
| % Events |
| % Program Funding |
| % Other, please explain: |

### Detail how funding from the Arizona Lottery will be used if the sponsorship is awarded (must include percentages or flat dollar amounts for consideration):

|  |
| --- |
|  |

## Giving Back Pillar Alignment

Identify the Giving Back Pillar(s) your organization aligns with:

|  |  |
| --- | --- |
| Education | Environmental Conservation |
| Economic Development | Health & Human Services |

### Provide rationale for the chosen pillar(s):

|  |
| --- |
|  |

## Additional Information

### Please list Board of Directors and their current employer(s):

|  |
| --- |
|  |

### Please list Top 5 funders/supporters:

|  |
| --- |
|  |

## Schedule of Events

Please provide a list of marquee events your organization hosts annually with opportunities for speaking engagements or added value (see above guidelines).

|  |  |  |
| --- | --- | --- |
| Event | Date, Time, Location | Added Value Opportunities  (please describe) |
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## Attachments

### Please provide attachments for the items listed below. If these attachments are missing, the application will be deemed ineligible for review and therefore, funding.

|  |
| --- |
| IRS determination letter |
| 3 years of 990s |
| W9 - \*Ensure the address on W9 is where you would like your check sent if awarded a sponsorship. |

***\*\*\*\*Please attach all required documentation as individual files\*\*\*\****

***Send completed application and attachments to GIVINGBACK@AZLOTTERY.GOV***