

# SPONSORSHIP APPLICATION PREVIEW

This document serves as a preview to the questions you will be required to answer and the documents needed to complete the Sponsorship Application. ***This is only a preview and should not be submitted.*** The online application consists of four sections, each of which must be completed for your application to be considered.

- 1 ABOUT YOUR ORGANIZATION
- 2 PRIMARY CONTACT INFORMATION
- 3 SPONSORSHIP INFORMATION
- 4 DEMOGRAPHIC INFORMATION

Any requested item with an asterisk next to it is required information. When you are finished completing required fields in each area, click the ***save/proceed*** button to move on to the next section.

## 1 ABOUT YOUR ORGANIZATION

\* Organization Legal Name

\* Tax Identification Number

\* Address, City, State, Zip Code

\* Primary Telephone Number

\* Website Address

\* Annual Budget

\* Organization Mission and Purpose - In 3-4 sentences, describe the organization's mission and overall purpose.

## 2 PRIMARY CONTACT INFORMATION

If you have previously submitted an application to General Motors, your primary contact information will be saved in the system. In this case, you will only need to check a box to confirm the information in the system is accurate. If you are a new user, you will need to provide the following information:

\* First Name

\* Last Name

\* Position Title

\* Address, City, State, Zip Code

\* Work Phone

Work Phone Extension

Cell Phone

\* Email Address

▶ Once completed, click ***submit***. You will then proceed with your application.

- \* Request Date
- \* Program/Event Title
- \* Program/Event Start and End Date
- \* Provide an overview of the proposed event and its goals. (2,000 character maximum)
- \* What do you want participants to take away from this event? (2,000 character maximum)
- \* Event URL
- \* Ad Due Date
- \* Location of Program/Event (2,000 character maximum)
- \* Geographical Area Served - This will be a dropdown box.
- \* Event Type – This will be a dropdown box.
- \* Requested Cash Amount
- Event Fundraising Goal
- \* Total Event Budget
- \* Fair Market Value of Corporate Sponsorship
- \* Government Official Related Request (Yes/No) – Select yes if the name of any federal government official is listed on any of the material related to the payment.
- \* Does this program/event fall under one of the following focus areas? – This will be a dropdown box
- \* GM Employee Involvement in Event – If there is a GM employee on your Board or Advisory Committee, please provide their name and title.
- \* What benefits will GM receive from this sponsorship? (2,000 character limit)
- \* What is the scope of the event’s market reach? (2,000 character limit)
- \* How can your sponsorship request integrate GM’s product portfolio and technology solutions into the event? (4,000 character limit)
- \* Who are other confirmed sponsors for the event? Can GM be the exclusive mobility event sponsor? (2,000 character limit)
- \* What is the expected attendance for the event?
- \* Sponsorship Opportunities - Upload documentation for all sponsorship levels. Please include an event brochure or other event flyers or publications, as available.

\*Population Served Percentage - Percentage breakdown of the population(s) to be served.

- People with Disabilities
- Veterans/Military
- LGBTQ
- Women
- Other
- All

\*Ethnicity Percentage - Percentage breakdown of diversity served by the project.

- Asian
- African American
- Arab American
- Hispanic
- Native American
- White
- Other

Once you have completed the proposal, click ***submit***.

GM Global Corporate Giving staff will review all received applications and determine which organizations will be chosen to sponsor.