

HVCU Sponsorship Guidelines

Thank you for your interest in HVCU as a potential event or corporate sponsor. This guide outlines how we differentiate between a sponsorship and donation, information needed to complete the sponsorship application, and a list of events/organizations we cannot support. For questions, please email sponsorships@hvcu.org.

Sponsorships vs. Grants

Sponsorships

- Primarily a business decision for our brand.
- Funds are provided in exchange for brand visibility such as advertising, tickets, tabling and/or digital promotion.
- Sponsorships are provided in three key categories: **business development, community support and legislative connections.**
- To help us understand our reach and impact, we will evaluate sales growth, digital engagement and brand awareness after each sponsorship is fulfilled.
- For sponsorship questions, email sponsorships@hvcu.org.

Grants

- Grants are awarded annually to nonprofit organizations by the **HVCU Charitable Foundation** in support of the community.
- Grants are awarded in four key categories: **education, food, health, and housing.**
- Marketing and promotional benefits are not required in exchange for grants.
- To help us understand the impact of our grants, we will evaluate how the grant was used to improve accessibility and equity across the four key categories.
- For grant questions, email foundation@hvcu.org.

Sponsorship Eligibility

Our Thoughtful Approach to Sponsorships and Selection Criteria

We thoughtfully evaluate sponsorship requests based on the key criteria outlined above, ensuring alignment with our values and commitment to community impact. Please note that specific requests for the following will not be considered:

- Benefits or fundraisers for a single individual or family
- Political parties, organizations, candidates, campaigns, or lobbying groups/efforts
- Events or organizations involving weapons use (such as hunting, skeet shooting, or archery)
- School-related events
- Non-professional sport-associated events*
- Organizations without operations in one of HVCU's [13 counties of service](#)
- Scholarships**
 - *Name, image, and likeness (NIL) sponsorships for college athletics will be considered.
 - **Scholarships are not provided via sponsorship funding. Please use our Community Support Form to request a scholarship.

Sponsorship Application Criteria

Key Documents Needed

- Tax ID/EIN
- Copy of W9
- Regional reach (customers/clients served)
- Detailed sponsorship levels
- Social media presence (follower count)
- Number of unique website page visits in the last year