



Sponsored by The Guilford Foundation with funding provided by GSB.

2025 Sponsorship Guidelines

The Guilford Foundation (TGF) is proud to partner with GSB to support organizations serving the Guilford community through sponsorship of qualifying events.

Sponsorships will be awarded for either:

1. A single event (i.e gala, road race, etc): **or**
2. A series of individual events held by an organization over a given timeframe to increase visibility or the purpose fundraising (i.e. organizations that offer annual sponsorship opportunities).

Guidelines & Goals

The committee looks for opportunities that provides one or more of the following:

- An opportunity to reach a targeted audience and build relationships. Considerations include audience size, community impact, and sponsor package details.
- A positive exposure that is consistent with TGF's image and values.
- Meaningful impact on the Guilford community. The Guilford Foundation is a community foundation serving the town of Guilford, CT. Our sponsorship opportunities support events being held in Guilford or neighboring communities that have a meaningful impact on the Guilford community or organizations serving the Guilford community.

Not considered for sponsorship:

- On-going programming, support services or activities (consider applying for a grant and not a sponsorship).
- School club, religious, and political events.

If you are unsure if your event qualifies for sponsorship, please contact Amy Paris, Administrative Assistant.

Evaluation Dates

Sponsorship applications will be available throughout the year. Organizations can submit an application at any time, but they will not be considered outside of review dates listed below. Please consider the timing of your event against the evaluation dates when submitting a request.

- January 15
- April 15
- July 15

Organizations may submit a sponsorship request and a competitive grant application, but not for the same program/event.

Expectations if awarded a Sponsorship

The Guilford Foundation in partnership with GSB expects appropriate recognition as a sponsor in accordance to the level of sponsorship and the event:

- If the sponsorship includes tickets, ad book, logo placement, or other time-sensitive opportunities, provide the information to TGF as soon as possible
- TGF may choose to support the event through social media channels and eblasts.
- Examples of recognition include the use of TGF/GSB logo on flyers, ads, websites, programs, event signage and program books as well as mentions in event communication including social media and press releases.
- The TGF/GSB logo will be sent to those who receive a sponsorship award.
- Yard signs with the TGF/GSB logo are available to borrow upon request.
- Forward any fliers or information for help in ticket distribution and marketing efforts.

Please contact Amy Paris, Administrative Assistant with any questions regarding signage.

Examples of recent sponsorships:

Women & Family Life Center empowHER Gala - \$2,500
GHS Project Graduation - \$1,000
Community Dining Room, Inc. Year Long Sponsorship - \$2,500
Community Nursery School-Little Folks Fair - \$2,500
Shoreline Arts Alliance-Celebration of the Arts \$1,000
Guilford Porchfest - \$1,000
SARAH Gala - \$1,000
GHSTA Musical - Legally Blonde- \$1,000
A Practically Perfect Evening to Benefit Legacy Theatre \$1,000
Guilford Art Center year-round event sponsorship - \$2,000
North Guilford Congregational Church Country Fair - \$1,500
Guilford ABC 50th Anniversary Celebration - \$2,500
Women & Family Life Center SHEro Awards Event - \$500
The Guilford Fair Parade - \$1,000
Soundview YMCA Race 4 Chase Youth Triathlon - \$500
Friends of the Guilford Free Library- Book Sale Tent - \$2,500
APK Charities- Adam Ezra Concert - \$500
Clifford W. Beers Guidance Clinic Builders of Hope - \$1,000
Shoreline Village CT Member Recruitment Events - \$1,800
St George Men's Group Italian Festival - \$1,000
Roots 4 Relief Wishing Wheels - \$1,700