

Guidelines for Sponsorship and Donation

PURPOSE:

Union Rural Electric Cooperative desires to build and maintain an image of a locally owned, locally managed and controlled business that values its patrons and the greater community in and around its service area. Sponsorship of events and donations to organizations provides an opportunity for the Cooperative to both extend the mission of supporting quality of life and extend the Cooperative's brand. The guidelines that follow provide a method of prioritizing the opportunities that best serve this purpose.

GUIDELINES:

1. In order to make the most informed decision possible, opportunities for sponsorship must be presented to the Cooperative on or with a current version of the Sponsorship & Donation Request Form.
2. Top priority for selection of sponsorships is to extend the mission and brand of the Cooperative. A sponsorship or donation would be the best fit, and therefore have the greatest likelihood of selection, if it provides the following:
 - a. Representation of similar values to those of the Touchstone Energy brand (integrity, accountability, innovation and commitment to community) and/or support to the cooperative business model and/or the economic development and quality of life of Union County.
 - b. An appropriate plan to effectively reach an audience that suits the communication strategy of the Cooperative.
 - c. A sponsorship cost that represents a good value for the number of people who will be exposed to the message of the sponsored event or organization.
 - d. Timed so that the Cooperative can both respond effectively to the request and leverage the sponsorship in its own communications efforts where appropriate, not presenting a conflict to other Cooperative plans.
 - e. A beneficiary type (e.g. arts, agriculture, education, sports) that presents diversity and support to the Cooperative's communication strategy.
 - f. A communication channel (e.g. event, advertising, display) that presents diversity and support to the Cooperative's communication strategy.
3. Some Sponsorship and Donation opportunities provide limited public recognition of the Cooperative's support. Support of these is always an option, specifically if it supports the mission, values and strategy of the Cooperative. However, it is always preferable in terms of communication strategy to find a way for the Cooperative to make that support public if it is appropriate. The Manager of Marketing Communications will seek creative channels to do this whenever possible.

4. Sponsorships and Donations will be tracked on an ongoing basis. The Cooperative will use this information to examine overall trends to make strategic decisions about the selection process. Applications will be considered in respect to this strategy as a whole.
5. The budget for Sponsorships and Donations is set in the Cooperative's Annual Budget. While the Cooperative will make every effort to plan in advance and track expenses, funds are limited, which may restrict the Cooperative's ability to support a Sponsorship and Donation at any time during the year.
6. A report of the Cooperative's donation and sponsorships will be prepared annually, at a minimum, for the President and CEO to present to the Board of Trustees.

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