



COMMUNITY SPONSORSHIP SUPPORT GUIDELINES

Fayetteville PWC is dedicated to enhancing the quality of life for those we serve by safely providing reliable utility solutions at the lowest reasonable cost, with exceptional customer service in an environmentally responsible manner. That commitment goes well beyond our mission to continue delivering safe, reliable, and affordable electric, water, and wastewater services to our customers. As a community-owned, local utility, PWC works to advance the sustainability and prosperity of the Fayetteville/Cumberland County area.

We believe there is nothing more powerful than strong communities, and we welcome opportunities to have a positive and lasting impact on the quality of life for those we serve.

To that end, Fayetteville PWC will participate in and/or support activities and events that advance both a public purpose and the corporate objectives of Fayetteville PWC.

Your request will be evaluated based on the details you provide and how closely your request fits with our major initiatives. It will also be compared to other similar requests to help evaluate best value. Several factors influence funding decisions, including available budget and resources and the benefits to Fayetteville PWC and its customers.

Requests for sponsorship will be evaluated using the following guidelines:

1. Requests will be considered that support the efforts of Fayetteville PWC to educate the public about conservation and environmental issues that impact our community and the utility, customer programs, and utility operations.
2. Requests for financial support cannot be considered for individuals.
3. Requests for financial support cannot be considered exceeding a one-year commitment.
4. Requests for financial support cannot be considered for events that occur outside of PWC's service territory.
5. Requests are evaluated on a case-by-case basis.
6. Requests for sponsorships or event participation must be submitted NO LATER THAN 30 days prior to an organization's event.
7. Organizations that may have received sponsorship funds, or other support previously, cannot assume their future request will be approved.

Requests for sponsorship MUST fit one of the following criteria:

1. **Electric & Water Conservation** - Consistent with PWC's environmental policies, we will support environmental programs that promote the education of conservation and sustainability in Fayetteville PWC's service area to protect and preserve our natural resources.
2. **Environmental Stewardship** – Participation in activities/events that highlight Fayetteville PWC's continued commitment to an enjoyable, healthy, and safe environment for all.
3. **Customer Education** – We encourage and support activities/events that allow us to educate customers about specific services and initiatives in order to drive participation of customer programs.
4. **Utility Operations** – We will support outreach efforts that educate customers on utility operations, emphasizing both reliability and innovative advancements.
5. **Events of a General Nature** – From time to time Fayetteville PWC **may** participate in events that are not specially geared toward the four criteria but will allow our personnel to provide materials that support our efforts towards Conservation, Environmental Stewardship, Customer Education, or Utility Operations.

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Level of sponsorship considered will be considered on the following factors:

1. Impact of event/organization on the community
2. Educational/Outreach opportunity for PWC
3. Population impacted by event/organization
4. Previous requests during budget year
5. Prior performance of requestor in meeting PWC sponsorship expectations

Restrictions/Limitations

Fayetteville PWC **CANNOT** accept requests for the following:

- Activities, organizations, or causes which do not advance a public purpose and PWC's corporate objectives
- Events where our participation could potentially imply support or opposition to some social, religious, or political cause
- Organizations that discriminate against any group or individual
- Political organizations or candidates for political office
- Programs that promote or endorse a specific religious affiliation

Additionally, requests that are approved must include appropriate branding of PWC to be reviewed and approved by PWC prior to usage.

<u>SPONSORSHIP REQUEST CONSIDERATIONS</u>	
<u>WILL CONSIDER:</u>	
<ul style="list-style-type: none">• 501(c)3 or Non-Profit Events• Community Outreach Programs & Events (programs designed for community education and resources)• Information Fairs• Non-Profit Organization-fundraiser	
<u>WILL NOT CONSIDER:</u>	
<ul style="list-style-type: none">• Appreciation Days• Benefits• Events outside of PWC's service area• For-Profit Organization-fundraiser• Hiring Events• Homecomings	<ul style="list-style-type: none">• Individuals• Individual Schools-functions, fundraisers• Multi-year commitments• Political Outreach• Sports Field upgrades/signage• Yearbook ads