

# 2020 Sponsorship Guidelines

The Provident Bank Foundation was established in 2003 with the intent of supporting not-for-profit groups, institutions, schools, and other 501(c)(3) organizations that provide valuable services to the communities served by Provident Bank. The Provident Bank Foundation is committed to strengthening and sustaining its relationship with communities in the [Bank's marketplace](#).

## Overview and Purpose

The primary purpose of a Sponsorship is to provide support for events. Sponsorships lead to an organization's greater visibility within the community, ultimately resulting in expanded funding opportunities.

PBF funding directly supports efforts to enhance the quality of life in the New Jersey and Pennsylvania communities served by Provident Bank through three Funding Priority Areas: Community Enrichment, Education, and Health, Youth & Families.

## Sponsorship Funding Priority Areas

PBF funds applicants who are prepared to address a need aligned to PBF's Funding Priority Areas. Sponsorship applicants must measure their program's impact in a manner appropriate to **one** Funding Priority Area.

Funding Priority Area	
<b>Community Enrichment</b>	Programs that drive economic development, contribute to a more well-rounded community experience, serve those with special needs, and provide increased access to information and culture.
<b>Education</b>	Innovative programming that expands access to, and improves the quality of, well-rounded educational experiences through strong academic support and curriculum development.
<b>Health, Youth &amp; Families</b>	Programs that ensure people of all ages and means have the ability to live healthier, more fulfilling lives, including access to quality healthcare, nutrition and wellness, and mentorship opportunities.

## Process and Timeline

PBF will review Sponsorship requests in two stages:

- 1) To be considered for a Sponsorship, eligible organizations **must** submit a written Request for Consideration by email no less than 60 days prior to the event.
- 2) Applicants whose Requests for Consideration are approved will be invited to submit an Application.  
**Sponsorship Applications are by invitation only.**

PBF will review requests on a rolling basis throughout the year.

## Program Guidelines

Organizations seeking a Sponsorship must address one of PBF's Funding Priority Areas and applicants must demonstrate impact in the [Bank's marketplace](#). Sponsorships provide important support for events that lead to an organization's greater visibility within the community, ultimately resulting in expanded funding opportunities.

PBF seeks to support organizations that will make a meaningful impact on the communities that Provident Bank serves.

## What PBF Will Not Fund

As with all grants, The Provident Bank Foundation will not fund the following:

- Individuals
- Organizations not exempt under Section 501(c)(3) of the Internal Revenue Code
- Organizations not classified in Section 509(a)(1) or 509(a)(2)
- Organizations that use a third-party fiscal sponsor's Tax ID number/exempt status
- Grants for scholarships to individuals
- Grants to other grant-making organizations
- Sacramental or theological functions of religious organizations
- Political causes, candidates, organizations, or campaigns
- Multi-year funding requests

## Eligibility Guidelines

### Tax Status

Organizations seeking a Sponsorship from PBF must be certified as a tax exempt public charity under **Section 501(c)(3)** of the Internal Revenue Code and classified as "not a private foundation" under **Section 509(a)(1)** or **509(a)(2)**.

### Financial Requirements

PBF supports grantee organizations that meet high standards of governance, accountability, and fiscal management. **To apply for a Sponsorship, organizations are required to submit the organization's most recent Form 990.** If your organization files a 990-N (e-postcard), you must also provide the organization's financial statements and IRS determination letter with the Application.

### Geography

Applicants must be based in, serve, or demonstrate proposed program impact within at least one of the following geographies, and specifically within or contiguous to communities where Provident Bank has a [physical presence](#):

- **New Jersey:** Bergen, Essex, Hudson, Hunterdon, Mercer, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Union and/or Warren Counties
- **Pennsylvania:** Lehigh Valley (eastern portion of Lehigh County and southeastern portion of Northampton County) and/or Bucks County

## Active Grants and Prior Funding

Requests will not be accepted from organizations with grants from PBF that are active. Organizations that are currently funded by PBF cannot apply for additional funds until:

- The 12-month grant term on the most recent PBF grant has concluded.
- All required progress reports have been submitted.
- The mandatory hiatus period as stipulated by their PBF grant contract has concluded (if applicable).

## Right to Reject

PBF reserves the right to:

- Reject any or all requests submitted
- Reject a request that doesn't include all required attachments
- Adjust program guidelines, including submission deadlines
- Contact you to discuss your request and/or request additional information

**Requesting a Sponsorship does not guarantee funding by The Provident Bank Foundation.**

## Other Policies

- PBF only accepts one (1) request per organization per calendar year at any level. This includes sponsorship and/or event requests.
- An organization whose request is not funded in 2020 may apply in 2021, but not before.
- PBF may choose not to fund a request, to fund a request at a lesser amount, to fund only certain aspects of a request, and/or to attach stipulations to a grant.
- **Non-Discrimination Statement:** Applicant organizations do not, and shall not, discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.

## Assessment Criteria

PBF uses the following assessment criteria to evaluate the innovation, feasibility, efficacy, and reach of the event, as well as the likelihood of attaining stated goals and objectives. **PBF reviews Sponsorship requests on the following criteria:**

### Scope

Event objectives align with the purpose and intent of the Sponsorship and the selected Funding Priority Area.

### Need

An immediate need is identified within the community served, and the organization realistically addresses the need.

### Reach and Community Served

Demonstrates the organization's potential to reach significant numbers of community members. Information must be provided regarding the number of individuals and the communities that your organization serves, and to which program the event proceeds will be directed.

### Business Model

Demonstrates financial prudence and effective resource allocation at both the organization level and for the requested event.

## Grant Acceptance and Payment

After a Sponsorship has been approved, an award letter, grant contract, and the grant check will be delivered to the grantee by mail or at a scheduled check presentation. The grantee will sign the grant contract and keep a copy for its

files and return the original, with an original signature, to PBF as proof that it agrees to comply with the terms and conditions of the grant.

### Reporting Requirements for 2020 Sponsorships

All Sponsorship grantees are required to submit a financial and narrative progress report within 60 days of the event.

Sponsorship grantees are expected to track and share data about their event. Budget goals and/or outcomes specific to the event will be determined by the applicant and included in the Application; Sponsorship grantees must respond to these outcomes in the progress report.

This report is a requirement of PBF's Sponsorship grant contract. **Failure to comply with reporting requirements will jeopardize future funding.**

## Requirements for Requests for Consideration

The first stage of the 2020 Sponsorship process is a Request for Consideration. Requests for Consideration must be submitted by email to [Foundation@Provident.Bank](mailto:Foundation@Provident.Bank) no less than 60 days prior to the event.

Any updates to the Sponsorship process will be published on PBF's website. Applicants are advised to monitor [www.TheProvidentBankFoundation.org](http://www.TheProvidentBankFoundation.org) regularly if they intend to apply in 2020.

**The Request for Consideration should include a clear and concise narrative about the following items:**

- ✓ **Event Details**  
Provide the event description, purpose, timetable, goals, and impact.
- ✓ **Sponsorship Levels**  
Describe the sponsorship levels for the event. Include any sponsorship package materials as a PDF attachment or URL.

**Only applicants whose Requests for Consideration demonstrate tight alignment with the programmatic priorities of Sponsorships will be invited to submit Applications.**

## Requirements for Applications

The 2020 Sponsorship Application is a detailed proposal of the organization's request. Applicants must complete a short eligibility quiz prior to starting their Application.

Applications must be submitted through PBF's online grant application portal. No changes or additions will be accepted after submission.

**The Application should include clear and thorough information about the following items:**

- ✓ **Funding Priority Area** (See page 1 for more information)
- ✓ **Event Details**  
Include information about event budget, projected attendance, and honorees (if applicable). (200 words)
- ✓ **Event Partners and Sponsors**  
Indicate who else has signed on to support your event, including sponsorship levels.
- ✓ **Use of Funds**  
Summarize how you will spend funds raised at the event. (100 words)
- ✓ **Event Outcomes**  
List three (3) budget goals and/or outcomes for this event. You will report on these goals in your post-event progress report.
- ✓ **Evaluation Plan**  
Specify the methods you will use to measure progress toward the outcomes stated above. (100 words)
- ✓ **Promotion and Publicity**  
Describe how PBF's support will be recognized before, during, and after the event? Provide specific details, including name/logo usage and placement.
- ✓ **Communication/Social Media**  
Describe the platforms you have at your disposal to communicate information about your event and who are the audiences. (50 words)

✓ **Organization's Target Audience**

Explain who exactly the organization serves, including the number of individuals and communities in [Provident Bank's marketplace](#) participants come from. Use concrete numbers as much as possible. (150 words)

**Applicants are required to submit the following attachments as PDF documents:**

- Form 990 from the most recent fiscal year (See page 2 for more information)
- Organization's annual budget
- Event budget detailing revenue and expenses
- Event budget narrative
- Names and affiliations of your Board of Directors/Trustees
- Supporting program material specific to the request (i.e., event invitation)

**For organizations that file a Form 990-N e-postcard (See page 2 for more information):**

- Financial statements
- IRS determination letter