

# Winter Park Kappa Foundation Sponsorship Guidelines

## Part 1: Directives for sponsorship by WPKF

Winter Park Kappa Foundation (WPKF) lends support in the form of name sponsorship, promotion/publicity and/or funding under this condition:

The activity or event must aim to generate proceeds or provide services to benefit the same populations WPKF targets for service in alignment with its goals:

- Helping young men excel academically
- Helping Central Florida's underserved community gain access to higher education
- Providing economic assistance to disadvantaged individuals and families

### Eligibility

WPKF gives preference to nonprofit 501(c)(3) charitable organizations. Eligible activities can vary widely, from health education workshops to cultural field trips or college tours for students deemed at-risk from low-income families to and home and financial management skills development seminars for single parents. WPKF funding will support specific programs or activities but not capital ("bricks and mortar") campaigns including monuments, memorials or museums.

Funding will be awarded to an organization only once annually. Organizations also should have at least a one-year operating history and serve citizens in the following Central Florida counties: Brevard, Lake, Orange, Osceola and Seminole.

### Application Process

Option 1: Submit an online application. Visit [www.wpkfoundation.org](http://www.wpkfoundation.org) and click the "Community Support" tab.

Option 2: Send a letter via e-mail or postal mail to [studoyle27@gmail.com](mailto:studoyle27@gmail.com) or

Winter Park Kappa Foundation  
P.O. Box 3572  
Winter Park, FL 32789

The letter should include the items below that are applicable:

#### Organizational Background

- Name of your organization and its web and/or postal address
- Background on the organization with a brief summary of its history and mission.
- Name and title of your organization's top officer (e.g., executive director, CEO, president)
- Name and title of the activity/event's coordinator or program manager
- A contact person's name and title or role with the organization for this sponsorship request (the primary person with whom WPKF should interact). Also provide the contact person's telephone number and e-mail address.
- Tax ID Number
- List of the board of directors
- Annual operating budget

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## Provisions of the Request. Include:

- Date and location of the activity/event. (Please submit at least 60 days prior to the event.)
- The reason for the sponsorship request. Include the activity's goals and a statement on the community needs/issues that the activity will address.
- If there is a cost associated with the sponsorship, indicate the amount.
- If only in-kind support or services are requested, describe them.
- Names of other sponsors – secured, pending and/or anticipated
- A description of the target audience for the event
- Explanation of how sponsorship funds will be used.
- Details on how sponsors will be acknowledged during the event/activity and publicized beforehand and afterward. Or, a proposed mutual marketing and public relations plan
- Expertise/experience and qualifications to carry out the proposed event/project
- Major sources of support.
- Commitment to submit a report within eight weeks following the event that gives verifiable (qualitative or quantitative) outcomes/results.

## Approval Process

- Quarterly board reviews of grant and funding requests: March, June, September and December
- Allow two weeks after the board review to provide the applicant with a decision
- Allow up to four weeks after the board review to distribute the funds

## **Part 2: Directives for Sponsorship of WPKF**

1. **Mutual Benefit** -- A sponsorship of a WPKF program or event must offer a mutual benefit, to the sponsoring organization as well as to the foundation.
  - Be able to show clear advantages that neither would have achieved without the other's involvement
2. **Strategic Fit** – The relationship between the prospective sponsor and WPKF must be credible and acceptable to the foundation's partners, clients, current and potential supporters, and Kappa Alpha Psi Fraternity Inc.
  - The collaboration between WPKF and the prospective sponsor must be logical strategically.
3. **Doable** -- WPKF and the prospective sponsor must be able and prepared to commit the resources – labor, materials, etc. – that are required to manage the mutual collaboration.
  - There must be an "owner" the relationship and sponsored activity within WPKF and in the sponsoring organization, both of whom would be accountable for ensuring progress and consistent communication to each organization.

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4. **Promotion** – WPKF and its prospective sponsor should aim to create awareness of their partnership among key audiences to build confidence among donors, customers and supporters. The purpose is to gain their support of both the WPKF-sponsor collaboration and WPKF activity, which will contribute to positive, sustainable outcomes.

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