



Sponsorship Terms, Conditions and Understandings

What types of events do you support?

WCF is looking to support events that build the vibrant place we call home, activate and connect people to places within Winona County, and build community in these spaces.

For example:

- **Festivals**
 - Events that typically draw 500-1,000+ people.
- **Institutional Events**
 - Events organized by students, employees, and professional development groups. Events can also be held on institutional campuses.
- **Business Events**
 - Including grand openings and launches.

How much do you offer?

WCF offers event sponsorships up to \$200-\$1500 depending on the need. Organizations may only receive one sponsorship per calendar year.

In addition to the financial benefits, WCF will help promote the event by sharing it on our social media platforms. The frequency/format of social media sharing will be at the discretion of WCF.

When should I apply?

WCF's sponsorship inquiries are reviewed on a rolling basis. We recommend a 2-3 month lead time prior to the event but you can apply at any time as long as the event will take place in the next 12 months. Please review the form at bottom of page, or contact Zoe Kwitek at (507) 454 – 6511 or zkwitek@winonacf.org for more information.

How do you determine who receives funding?

The Foundation reviews the inquiries monthly and awards sponsorship funding based on our impact rubric. This rubric based on the following mission goals: igniting generosity, building vibrancy in Winona, improving quality of life, collaboration, and connecting people with organizations and causes that can advance the public good – as well as the applicant's ability to collaborate and clearly articulate their event plan.

1. **Winona County Promotion** – Does this event attract new people to Winona County or provide a new way to experience Winona's assets?
2. **Place Activation** – Does this event activate places within Winona County and connect people to spaces in Winona County?
3. **Diversity** – Does this event target a wide variety of stakeholder groups across Winona County?
4. **Community Partner** – is this organizer a community partner?
5. **Clarity & Accuracy** – is the inquiry clear and complete?

My sponsorship was approved, what do you need from me? If applicable:

- Add our logo to your promotional materials
- Share marketing materials with us 7-14 days prior to the event with zkwitek@winonacf.org
- Tag us on social media
- Thank you at event – “Event Sponsored by WCF”

Don't wait to reach out! The Foundation reviews each sponsorship. You will be contacted with a decision. Contact Zoe Kwiktek at (507) 454-6511 or zkwitek@winonacf.org for assistance or clarification of the process.