



Fundraising Event Sponsorships Guidelines

Definition

A sponsorship can be monetary or in-kind support for an event, activity or organization in exchange for attendance, participation or an associated value. They generally are intended to benefit a worthy cause. Sponsorships are part of Matson's brand marketing initiatives and may be entered into with a charity, a registered non-profit community organization or a group which meets certain criteria.

Constraints

Sponsorships will not be considered for or on behalf of individuals, to support political activities or organizations established to primarily influence legislation. Only one sponsorship will be provided in a calendar year for a specific organization. Recent approval of a charitable donation to the same organization may be cause to deny a sponsorship request.

Guidelines

We will prioritize sponsorships or in-kind donations for events and activities which are produced in a cost-effective manner, resulting in no less than 70% of gross proceeds to benefit a designated cause.

Our Priorities

Matson will be more likely to support with monetary and/or in-kind sponsorship events which enhance business development opportunities for the company; which benefit without restriction all of the people in the community; have the active volunteer support of Matson employees; are likely to be sustainable; and have specified associated value propositions.

Evaluation Criteria

Our considerations will include:

- The funds available for event sponsorships will be based on Matson's operating results.
- Whether the charity is supported by Matson employees as volunteers or as donors.
- Whether the event occurs in the geographic area served by Matson or where Matson has a significant business operation.