



Fundraising Event Sponsorships Guidelines, Priorities, Criteria and Constraints

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 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; for example, if your charity fundraises via a lunch or dinner, a golf tournament or a walk/run, please prioritize your request. Recent approval of a cash or in-kind donation to the same organization may be cause to deny a sponsorship request.

Guidelines

We will prioritize sponsorships for events and activities which are produced in a cost-effective manner, resulting in a net of **no less than 70% of gross proceeds** to benefit the designated cause. For example, a \$2,500 sponsorship of a luncheon table of ten may have a value received of up to \$750 (\$75/person), netting the charity \$1,750 (70%).

Our Priorities

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

Evaluation Criteria

Our considerations also will include

- 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.