



## Charitable Giving and Corporate Support Application

MarketBeat strives to be a leader in philanthropic involvement and community support. This application is used for community sponsorships, charitable giving requests, and MarketBeat's employee led philanthropy. The application process allows for a more consistent and streamlined solicitation, review and approval, and communication process for all requests received.

**Please read this page in its entirety to understand the qualifications, process, timeline, and expectations.**

Eligibility. Applicants must be a registered 501(c)(3), 501(c)(4), or 501(c)(6) to receive funding.

- MarketBeat does not provide funding for the following:
  - Political election campaigns and candidates,
  - For-profit entities,
  - Third-party fundraisers, or
  - Requests for individuals or individual teams.
- Requests must be received from organizations located within Eastern South Dakota, or purposes of the funds requested shall be used for the benefit of those located within Eastern South Dakota if organization is located outside of Eastern South Dakota.

Timeline. Requests will be reviewed and considered quarterly. Submissions are due by February 15<sup>th</sup>, May 15<sup>th</sup>, August 15<sup>th</sup>, and November 15<sup>th</sup> with decisions communicated by the end of the month. Applications received after the deadline will be considered in the following cycle.

Event Sponsorship. Submissions for an event sponsorship must have an event date that is at least two months from the submission deadline to be considered. Any events that fall within the two-month window immediately following the application deadline will not be considered.

Supporting Documentation. Please attach any supporting documentation to your application that will help in the evaluation of your request, such as event promotional materials, sponsorship levels for your event, or program brochures. These additional materials are not intended to replace a thorough and completed application.

Funding. Upon approval, the entity will be required to provide an invoice and IRS Form W9 to MarketBeat prior to processing payment. Previous funding does not guarantee funding for subsequent years, or on an ongoing basis.

Questions. Please send questions via e-mail to –

Maureen Ohm, Director of Community Relations  
[philanthropy@marketbeatmail.com](mailto:philanthropy@marketbeatmail.com)

**Instructions:** Save this document and e-mail completed application (incl. any supporting documentation) as an attachment to [philanthropy@marketbeatmail.com](mailto:philanthropy@marketbeatmail.com).



## Charitable Giving and Corporate Support Application

Organization Name: \_\_\_\_\_

Legal Name, if different: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Tax Identification Number: \_\_\_\_\_

Are you tax exempt under IRC Section 501(c)(3):      Yes      No      Entity Type: \_\_\_\_\_

### Organization Overview

Briefly describe your organization, including your mission, the audience served, your most notable program(s)/service(s), and the impact your organization makes.

Has MarketBeat contributed to your organization in the past?

Yes      No      If Yes, date(s) and amount: \_\_\_\_\_

Would a contribution to this project/organization be acceptable at a lower amount than requested?

Yes      No      If No, please explain: \_\_\_\_\_

Please explain existing involvement from any MarketBeat team members and/or ways that MarketBeat team members could get involved with your organization or this initiative.



### Impact Analysis

Please give us examples of how you measure your impact and the organization's success.

What are the tangible outcomes that could be accomplished with a \$5,000 donation, specific to the mission of your organization?

*Example. If your mission is to provide meals to the hungry, \$5,000 provides food supplies necessary to feed XX number of meals to individuals.*

### Request Details

Amount: \_\_\_\_\_ Type of Request: \_\_\_\_\_

Example: Capital, Operating, Sponsorship, Special Project, etc.

Is your request tied to a specific event?      Yes      No

If "Yes", please answer the following supplemental questions.

Enter the name of the event, event date and the event's location.

How many years has the event been ongoing? \_\_\_\_\_

Average Attendance (Last Two Years): \_\_\_\_\_

What is the percentage of funds raised for the event or during the event that go towards the mission of the organization versus expenses of the event? \_\_\_\_\_



**Request Description**

Briefly describe the intended use of the funds, goals and expected timeline of project, if/how MarketBeat would be recognized for the contribution, and any additional relevant details.

**Other Information**

What similar programs exist in this area? Do you collaborate with other organizations similar to yours? How does your organization differentiate itself from others tackling similar issues? Please explain.

Briefly describe ways the organization has displayed proactive, resourceful approaches to problem solving, developed creative or innovative solutions to address gaps in services or identified needs, or leveraged technology, unconventional partnerships, or creative program designs to enhance impact.

What else should MarketBeat know when considering a contribution to your organization?