



## **Maverick Media of Rockford Community Partnerships and Sponsorships**

Maverick Media of Rockford supports nonprofit organizations, private foundations, and governmental agencies. We assist those programs or initiatives that address a specific social condition and have a plan that can accomplish stated objectives.

### **Does your event/issue meet the following requirements?**

1. Is the organization a private non-profit 501(c)3 organization, private foundation, government agency, or coalition of such groups?
2. Is the issue of sufficient seriousness and public importance to warrant donations of space and time?
3. Does the initiative offer a solution through an individual action?
4. Is the message relevant to our audience?
5. Will our support and advertising help achieve the objective and are the objectives measurable?
6. Is the issue and/or event non-commercial, non-denominational, non-partisan, and not designed to influence legislation?
7. If there is a sponsor website (which serves as fulfillment for the Maverick Media campaign) does it relate directly to the message/call to action of the advertising?
8. Is the non-for-profit organization that is requesting the support receiving or seeking support from:
  - o Other media outlets (cash or non-cash)
  - o Advertising, public relations, or fund-raising firms (cash or non-cash)?

We do not consider campaigns that raise unrestricted funds for an organization.

The above criteria are guidelines to assist in applying our limited resources to worthwhile causes. Maverick Media of Rockford retains the right to accept or decline any request.

Please contact Michelle Marcomb, Promotions Director, for further sponsorship/partnership information via email at [MichelleMarcomb@Maverick-Media.ws](mailto:MichelleMarcomb@Maverick-Media.ws).