



Dayton Human Relations Council

Sponsorship Request Guidelines

The Human Relations Council proudly supports initiatives and events that are designed to promote a culture of fair treatment, inclusion and equal access to opportunities —Each year, several community organizations request sponsorship support in the form of events, including dinners, community conversations, community fairs, seminars or advertisements in programs. Although careful consideration is given to all requests, please be advised that our funds are limited, and we regret that we are unable to fulfill every request.

Sponsorships must align with our mission, vision, values, and strategic initiatives. All sponsorships should relate to diversity and inclusion, building safe and secure neighborhoods and benefit those who love, work, play and gather in the Dayton community.

We ask that community organizations submit **requests a minimum of 8 weeks prior to the date of the event**. All requests for sponsorship must be accompanied by a completed **Sponsorship Request Form**.

The following guidelines describe our submission and review process for all requests:

Sponsorship Criteria

Requests must include a description of how your event will meet the following criteria: **Civil Rights, Business Diversity and Inclusion, Community Police Relations, Gun Violence Reduction, Immigrant Integration**.

Consideration will be based on :

- How the organization or event promotes diversity and inclusion or builds safe and secure neighborhoods.
- How the event will benefit the communities we serve in the City of Dayton.
- How sponsorship will provide the Human Relations Council with an opportunity to communicate our message or market/promote key services?

Please note that the HRC will not support:

- Individual participation in a fundraising event or activity for the sole benefit of the individual, such as registration fees, equipment or uniforms, trips, etc.
- Projects which denigrate, exclude or offend protected classes.

If this minimum requirement is met, then the following guidelines will be used to help further determine how to allocate limited sponsorship dollars:

- **Value:** The event/activity provides good promotional value for the dollars invested.
- **Geographic Reach/Size of Audience:** The event/activity reaches a desirable target audience in our service areas. The larger the target audience reached, the better value provided.

- On-Site Involvement: There is an opportunity for on-site involvement at the event.

Review and Approval Process

- All organizations approaching Dayton Human Relations Council for sponsorship must complete the Sponsorship Request Form.
- We ask that community organizations submit requests 8 weeks prior to the date of the event. Requests that are received less than 8 weeks in advance of the deadline for making a decision risk being excluded from consideration.
- Sponsorship requests will be reviewed by our Community Relations Team on a monthly basis, and we will contact you with our decision. Please be advised that we may not be able to fulfill every sponsorship request we receive, even if the request meets our criteria.
- Questions about our sponsorship process and criteria may be directed to our Community Relations Administrator, Erica Fields, Erica.Fields@daytonohio.gov.

How to Submit a Sponsorship Request

1. Review our sponsorship criteria above.
2. Complete the Sponsorship Request Form.
3. Submit the form along with all supporting materials and documentation.

Submit Sponsorship Requests to:

Dayton Human Relations Council
371 W Second Street, Suite 100
Dayton, Ohio 45402

OR

E-mail to Dafina Taylor at dafina.taylor@daytonohio.gov