



Corporate Sponsorship Application and Guidelines

Application Process

Organizations are welcome to submit sponsorship proposals by mail to:

Sponsorship Committee – FO95
Massachusetts Mutual Life Insurance Company (MassMutual)
1295 State Street
Springfield, MA 01111

Proposals should include the following:

- Description and history of the event or program the applicant wants MassMutual to sponsor.
- Explanation of why MassMutual should sponsor this event and/or program, including sponsorship benefits to MassMutual.
- Audience demographics for event or program.
- Sponsorship levels available (e.g., exclusive, presenting, etc.), including a list of title or other major partners, if applicable.
- Sponsorship levels and costs associated with each level.
- Deadline for sponsorship decision.
- Post-event evaluation process.
- Existing sponsors.

Before submitting any proposal, the sponsorship evaluation criteria listed below should be considered:

Evaluation Criteria

Sponsorship proposals are evaluated against seven general criteria. These criteria have been developed to ensure that MassMutual establishes sponsorship relationships that will mutually benefit the corporation and the partnering organization.

Proposals are evaluated for:

1. Tangible business benefits associated with the partnership.
2. National scope, with the ability to activate on a local level, as opposed to only a single, local community investment.



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Evaluation Criteria continued:

3. Opportunity to create long-term value.
4. Opportunity to reach targeted audiences and build relationships.
5. Positive exposure consistent with the MassMutual brand.
6. Ability to create cross-promotional initiatives.
7. Potential for long-term, sustainable partnerships and/or relationships, that allows MassMutual to connect to its target consumers and market its products and services.

For detailed information on applying for corporate sponsorship of events and programs that meet these criteria, please see [Application Process](#) and [Timing](#).

Eligible Activities

View [Current Sponsorships](#) on our Web site to see examples of activities that meet the evaluation criteria.

Ineligible Activities

MassMutual is unable to support the following types of activities because they do not meet the criteria we have set for our corporate sponsorship program. However, there may be other options available for obtaining support for these activities.

- Requests that benefit an individual person or family.
- Religious activities, in whole or in part, for the purpose of furthering religious doctrine.
- Door prizes or raffles.
- School-affiliated orchestras, bands, choirs, drama groups, yearbooks or class parties.
- Local youth sports organizations, such as Little League and high school.
- Travel expenses.
- Political groups and/or organizations.



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Timing

Proposals will be reviewed on a quarterly basis. MassMutual will respond in a timely manner to the requesting organization. If there is a need for additional information, MassMutual will contact the organization directly.

Ideally, applicants should allow 12-to-18 months between application and the sponsored event to enable MassMutual to appropriately plan its participation and budgeting.

Other Options

If necessary, the Sponsorship Committee will forward proposals to areas of business that may be better positioned to respond. For a more timely response, requesters should make every effort to target the appropriate organization with the initial proposal.

For more information on obtaining sponsorship support for community events and programs, contact our Community Responsibility Department.

Community Responsibility – for Greater Springfield and Greater Enfield

MassMutual's Community Responsibility area supports community involvement, charitable activities and 501(3) (c) organizations in the following areas:

- Education
- Arts and Culture

For more information on eligibility and application guidelines, visit [Community Responsibility](#).