



## **Corporate Sponsorship Application and Guidelines**

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### **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.

