

Nonprofit Sponsorship Policy

Our community role

As the most comprehensive source of local news and advertising in Whatcom County, The Bellingham Herald is in a unique position to support local non-profit organizations through sponsorship and free or discounted advertising space.

The Herald takes this role seriously and has built strong community ties through the support of non-profit organizations throughout its history. We believe non-profits organizations and the services they provide are an essential part of what makes Whatcom County such a wonderful place to live. We appreciate all you do for our community.

Sponsorship guidelines

The Bellingham Herald receives sponsorship requests from more worthwhile non-profit organizations than it is able to support. Before applying, please review the following requirements for Herald sponsorship. Please note that those programs/events that do not qualify for donation may still qualify for discounted advertising space.

The Bellingham Herald will only sponsor local, tax-exempt, non-profit organizations that fit the following criteria:

- Organizations must not discriminate based on race, gender, age or creed and must not marginalize any minority in the community,
- Organizations must directly benefit Whatcom County and address a specific community need,
- Organizations must channel proceeds of any sponsored event directly to the organization or cause, not to an individual,
- Organizations must not benefit or promote any political ideology or religious doctrine,
- Organizations must not adversely affect the environment.

Restrictions

- The Bellingham Herald's agreement to sponsor an event or program does not guarantee news coverage. However, we will be happy to pass along information about your event to the newsroom.
- The Bellingham Herald must be the only print media sponsor, (newspaper or magazine), unless otherwise agreed to by The Herald's marketing department.
- The Bellingham Herald's most current logo must clearly appear (see Corporate Identity Guidelines) on all promotional materials, including all advertisements and promotional merchandise. Applicants will use only the official Herald logo and only the full business name: The Bellingham Herald/thebellinghamherald.com. The Herald logo can be downloaded from thebellinghamherald.com, Community Support.
- The Bellingham Herald will recognize other sponsors in ads only if reciprocal recognition is provided. Samples may be requested.
- The Bellingham Herald must be mentioned in all paid broadcast advertising.
- The Bellingham Herald's agreement to sponsor an event or program does not guarantee ad placement, run dates or color. Applicants may request placement, run dates and/or color on the application form and The Bellingham Herald will try to meet these requests.
- Sponsorship applications will be reviewed monthly, generally in the second week of the month. Applications for events that occur before the next review time will not be considered. We prefer you submit your requests three months before the event.
- If approved for sponsorship, all display ads must be camera-ready and sent to The Bellingham Herald electronically no later than 10 days prior to publication (see How We Receive Ads). We will not schedule ads until we have camera-ready copy in hand. We can supply a list of people who offer these services.
- The Bellingham Herald must be notified of any cancellation no later than three days before publication.
- The Bellingham Herald reserves the first right of refusal for recurring programs or events.
- Sponsorship will not exceed 50 percent of the total cost of the program or event unless otherwise approved by The Bellingham Herald's Community Support Committee.
- The Bellingham Herald will not run make-goods or corrections on ads provided by client.

How We Receive Ads

- The Herald will only accept camera-ready ads and artwork in the following electronic formats: .jpeg, .pdf and .eps. **No Word or Publisher documents will be accepted.**
- Ads and/or artwork must either be sent to melody.thompson@bellinghamherald.com or hand-delivered to the marketing department no later than 10 days prior to publication: Applicant must indicate name of non-profit organization and event/program clearly in subject line.
- Ads will not be scheduled until camera ready copy is in hand and Herald logo placement has been approved by the Marketing Coordinator.
- For clarification about sending ads please contact Melody Thompson at 676-2600 or melody.thompson@bellinghamherald.com.

**The Bellingham Herald/thebellinghamherald.com
Community Sponsorship Request Form**

Organization name: _____

Event name: _____

Address: _____

City/State: _____ ZIP: _____

Contact person: _____

Phone: _____ e-mail: _____

What is the purpose of your organization? _____

What is the purpose of the event/program for which you are seeking support? _____

How will the event/program benefit Whatcom County? _____

Date/time/location of event:

Demographics of intended audience: _____

How much money do you plan to raise? _____

What is the percentage the organization will receive? _____

Is event/program free to the public? _____

How will our participation benefit the event or program? _____

How much space are you requesting (in inches or dollars)? _____

Have we sponsored your organization in the past? _____

If yes, include dates and amount contributed: _____

List other current or potential sponsors or supporters: _____

List public service space or time sought with other media: _____

What is your media budget for this event? _____

If you have a media budget, how do you plan to allocate media dollars? _____

List all promotional materials and advertising planned for your event:

T-shirts: (number of) _____ T-shirts valued @ \$ _____ each = \$ _____

Posters/programs: (number of) _____ posters/programs valued (cost to produce)

@ \$ _____ each = \$ _____

Other promotional materials (stickers, pins, etc.): _____ items valued @ \$ _____ each = \$ _____

TOTAL: \$ _____

Do you have any preferred placement / run dates for display advertising? _____

Is there an opportunity for The Bellingham Herald to sell subscriptions at your event? _____

Is there an opportunity for Newspapers In Education to solicit donations at your event? _____

Please attach a copy of your federal IRS 501c3 tax exemption notification.

Please send the completed form to The Bellingham Herald Market Development Department..

Mail to: Community Support
 The Bellingham Herald
 P.O. Box 1277
 Bellingham, WA 98227

E-mail to: melody.thompson@bellinghamherald.com

Drop off: The Herald Building
 1155 N State Street
 Bellingham, WA 98225

For internal use:

Date Received: _____

Approved: _____

Assigned: _____