



## Sponsorship Request Guidelines

Thank you for your interest in working with Motor City Woman Studios / Motor City Woman Radio for your initiative and/or event. MCW Studios aim to amplify the voices of women, and those underrepresented in broadcasting and podcasting. Our goal is to provide a platform that cultivates connection, creates opportunities and collides the lost art of conversation with modern technology.

We are committed to supporting non-profit organizations and events aligned with our values and commitment to women and girls leading full(er) lives. In the past, we have supported a range of organizations such as Vista Maria, Urban Unity CDC and The Ajamu Group Multicultural Media Luncheon.

Due to the increase in sponsorship requests, we have enacted the following guidelines:

1. Written request must be received at least two months' prior to event in the following format –
  - Contact information (Organization mailing address, Contact person e-mail address)
  - Overview of event / initiative (history, founder(s), demographic served, fee/free, non-profit status)
  - How the event / initiative is aligned with the core values of Motor City Woman
  - Specific request of support (including, but not limited to):
    - commercial advertising
    - social media postings
    - Moderator/Host/Presenter at your event
  - Level of signage MCW will receive as part of sponsorship
  - Other Partners and/or Sponsors committed to event
2. Review and Selection Process –

Requests are reviewed on a first-come, first-serve and quarterly basis. Based on correlation with Motor City Woman core values, a MCW team member will follow-up with additional questions. Based on our discretion, we avoid sponsoring an event if we have already committed to another one similar in scope and/or date. Upon approval, a MCW team member will work with you to finalize scope and timeline for support.

\*Monetary requests will only be considered from 501©3 organizations. Organizations described under section 501(c)(3) are referred to as charitable organizations.