



Tom's of Maine Community Sponsorships

Please note that submission of this application serves as confirmation that you have reviewed and agree to the detailed Terms and Conditions found at

<http://www.tomsomaine.com/community-involvement/project-sponsorship-terms.aspx>.

- Tom's of Maine will distribute up to \$100,000 in sponsorship funding in 2009 through this program. All applications for 2009 funding must be received by 5:00 PM ET August 30, 2009. Funding will be distributed as up to five (5) \$20,000 sponsorships.
- Tom's of Maine does not provide sponsorship to individuals. Organizations that receive support must be nonprofits with proof of 501(c)(3) status. Individuals who wish to seek funding for their community projects are encouraged to work directly with a local nonprofit.
- Tom's of Maine does not provide sponsorship or product support to organizations that conduct animal testing.

All applications will go through an initial screening based on the following criteria.

- (a) Achievability (30%): Is the project something that can be completed and measured within 6 months?
- (b) Positive impact (35%): How will the program make a positive impact in the community? What enduring change will come from the project?
- (c) Community Involvement (35%): How does the project engage and involve members of the general community in which the organization operates?

We appreciate your efforts to be concise.

Completed applications should be returned to:

Community Project Sponsorships
302 Lafayette Center
Kennebunk, ME 04043
FAX: (207) 985 2196
E-mail: sponsorships@tomsomaine.com

And must be received no later than 5:00 PM ET on August 30, 2009. For questions concerning the sponsorship program, please call (800) 367 8667 or e-mail sponsorships@tomsomaine.com.

Community Project Sponsorship Application

Please note that if your project is selected as a finalist, any information included on or with this application may be utilized to feature the project on the Tom's of Maine website.

Section 1: Organization Information

Name of Organization: _____

Mailing Address: _____

City _____

State _____

Zip _____

Phone Number: _____

Contact Name: _____

Contact Title: _____

Contact E-mail Address: _____

Contact phone number: _____

Does your organization conduct animal testing? Yes No

Section 2: Key Project Information

1) **Project Title:** _____

2) **Category of project for which you are requesting support(CHECK ONE)**

Environment

Health

Community

Other (describe): _____

3) **Type of project**

Community event

Other project or program support

4) **The Idea.** Please provide a 3-4 sentence summary of your project.

5) **Who benefits, and how?** What community will benefit from this project? What are the challenges, issues, needs or opportunities that your project will address? (3-5 sentences)

6) **Objectives, goals, and results.** What are the measurable objectives and goals for the project? How will you document your project and share results? (3-5 sentences)

Section 3: Additional Project Information

- 7) What is the time frame in which your project will take place?

- 8) What is the full estimated budget for this project?

- 9) Are there any other details you would like to share regarding this project?

To be completed by person submitting this application:

I (print name) _____ confirm that I have reviewed and on my own behalf and on behalf of the organization described above agree to the official Terms and Conditions associated with this application found at

<http://www.tomsomaine.com/community-involvement/project-sponsorship-terms.aspx>

Signature

Date