

## **Community Engagement Process & Guidelines**

### **Partners in Impact: Our Community Philosophy**

At Old National Bank (ONB), our goal is to partner with organizations to drive impact in our communities. Our team members take an active role in the communities we serve. We recognize that improving the economic vitality and quality of life of the communities where we do business is in the best interest of our clients, our team members, and our company. We are committed to sharing our time, talents, and other resources to drive tangible results and meet community needs. The following information outlines our priorities and partnership process.

### **Ways We Contribute to Our Communities**

1. **Financial Education and Empowerment** – Our award-winning Real-Life Finance educational program offers an age-specific curriculum for PreK-12<sup>th</sup> grade, adults, and senior citizens, covering more than 60 topics. To request a team member to partner with your organization for Financial Education, [click here](#).
2. **Volunteers** – ONB provides 24 hours of paid Volunteer Time Off each year to all team members as part of our commitment to community. Our team members are encouraged to serve in leadership roles with nonprofit organizations as well as one-time events.
3. **Foundation Grants** – The Old National Bank Foundation is a stand-alone entity that serves as the bank's charitable giving arm. Information on applying for a grant can be found [here](#). *Please note, capital campaigns are by invitation only.*
4. **Sponsorships** – Designed to activate and support specific community initiatives, [sponsorships](#) are determined on a market basis, focused on specific priorities. Read on to learn more about our sponsorship process.

### **Sponsorship Focus & Priorities**

There are many more worthwhile organizations and programs than can be funded each year. Our goal is to make meaningful contributions, measure the results of our sponsorships, and work closely with the organizations we support. Our focus areas (in priority order) include:

1. Organizations and/or a project which serves a majority of underrepresented groups (e.g. people of color, women, veterans, people with disabilities, etc.) Additional consideration will be given to for organizations that are BIPOC-run.
2. Organizations whose primary mission is aligned with the [Community Reinvestment Act \(CRA\)](#) in supporting low-to-moderate income individuals and neighborhoods with a focus on economic development, workforce development, affordable housing, small business services and finance education.
3. Organizations where our team members have an active relationship, or serve in a leadership role and/or Board capacity.

Additional consideration is given to:

- Applications where our team members can actively engage in the event through volunteering or participating in some capacity.

## Excluded Sponsorships

In general, we do not make the following types of sponsorships:

- Programs or organizations outside of our market areas
- Pledges or charitable contributions on behalf of individuals
- Sponsorships to religious organizations for religious activities
- Sponsorships to teams, clubs, or organizations serving a small number of participants
- Sponsorships where our logo is the only benefit of investment
- Directory advertising

### **Sponsorship Application Process**

For organizations aligned with ONB's priority areas, the sponsorship application process is as follows:

1. Nonprofit organization completes [online sponsorship application](#).
  - a. *Please note, ONB team members are not permitted to complete the sponsorship on behalf of the nonprofit.*
2. Applications are reviewed on a regular basis; however, it is recommended to submit an application 60 days before an event.
3. Organizations will receive an approval or declination email once the application has been decided.
4. If approved, ONB will collaborate to fulfill the terms of the sponsorship (e.g. ads, logos, participant info, etc.).
5. Payment is processed via ONB's payables system. ONB does not cut checks locally.

## The Annual Planning Process

Partnership activation planning takes place in the third and fourth quarter of each year. During that time, existing partnerships are reviewed and new partnerships for the following year are considered. Proposals received during ONB's annual planning process have the best opportunity to be considered for funding.

## Important Information

ONB expects that all logos/provided advertising be represented as outlined in the sponsorship terms. ONB will not assume any liability for adverse situations that might occur because of this sponsorship.

## Questions

If you have questions about our sponsorship process, have a larger request (\$50,000+) or want to discuss how your organization's program fits our focus, you can contact our Community Marketing team at [grantsandsponsorships@oldnational.com](mailto:grantsandsponsorships@oldnational.com).