



## Community Engagement Process & Guidelines

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### 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, please visit <https://www.oldnational.com/about/community/educating>.
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 at the following link: <https://www.oldnational.com/about/community/giving/foundation>. 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. Information regarding the sponsorship process follows.

### 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 whose primary focus is address disparities and inequities in marginalized or underrepresented groups.
2. Organizations whose *primary mission* is aligned with the [Community Reinvestment Act \(CRA\)](#) of servicing low-to-moderate income neighborhoods with a lens of economic development, workforce development, housing, financial education and empowerment.
3. Organizations where our team members serve in a leadership / 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
- Events or activities where numerous financial institutions are already sponsors

## Sponsorship Application Process

For organizations aligned with ONB's priority areas, following is the [sponsorship application](#) process.

1. Non-profit organization completes [online sponsorship application](#). This is located at [www.oldnational.com/giving](http://www.oldnational.com/giving).
  - a. Please note, ONB team members are not permitted to complete the sponsorship application on behalf of a non-profit.
2. Applications are reviewed / decisioned approximately every four weeks.
  - a. *If your event is less than 30 days away, it is unlikely it will be funded.*
3. Organizations will receive an approval or declination email once the application has been decisioned.
4. If approved, we will collaborate to fulfill the terms of the sponsorship (ads, logos, participant info, etc.).
5. Payment is processed via Old National's payables system. We do not cut checks locally.

## The Annual Planning Process

Partnership activation planning takes place in the third and fourth quarter each year. During that time, existing partnerships are reviewed and new partnerships for the following year are considered. Proposals received during our annual planning process have the best opportunity to be considered for funding. We make very few commitments outside of the approved budget.

## Important Information

Old National expects that all logos/provided advertising be represented as is outlined in the sponsorship terms. Old National 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+) and want to discuss how your organization's programs fit our focus, you can contact our Community Marketing Team at [marketing@oldnational.com](mailto:marketing@oldnational.com).