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DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

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## **SPONSORSHIP POLICY**

### ***STATEMENT OF POLICY***

The Maryland Department of Housing and Community Development (The “Department”) accepts requests for sponsorship subject to the following guidelines:

The Department will consider opportunities that support our mission of improving the quality of life in Maryland by working to revitalize communities and expanding homeownership and affordable housing opportunities.

The Department will consider sponsoring activities, events, and programs that will significantly educate the public about homeownership, community development, small business development, and neighborhood revitalization.

The Department will not agree to sponsorships that reflect in a negative manner on the Department, Administration, or State, do not align with our mission, or are not in the best interest of the health and safety of the Department and/or its employees as determined by the Secretary of Housing and Community Development.

Providing sponsorship implies that the Department agrees with the principles of the entity it plans to support. Therefore, the sponsorship opportunity must be consistent with government policies, such as being non-discriminatory, and should provide access for every individual in the community regardless of age, race, religion, disability or sexual preference.

### ***PURPOSE OF POLICY***

The Department receives numerous requests for sponsorship, and has established guidelines to ensure that we make the best sponsorship decisions for Maryland’s communities and the Department. As a cabinet-level State agency, the Department aims to make anyone seeking access to housing, small business assistance or programs geared toward strengthening and revitalizing communities aware of available State resources to assist with their efforts. Thus, we are committed to sponsoring a cross-section of interests throughout Maryland to make the resource information available.

### ***DEFINITION***

For the purposes of this policy, “sponsorship” is a mutually beneficial business relationship between the Department and another entity, whereby the Department contributes funds, materials, or services in return for recognition, acknowledgement or other promotional consideration.

Sponsorship benefits are more than the display of the Department's name and logo. Sponsorship benefits could include a range of marketing opportunities, including but not limited to such things as media releases, openings, award presentations, inclusion in newsletters, displays and exhibitions which publicize the housing industry and other objectives related to the Department's mission.

## ***PROCEDURES***

The Department adheres to this policy when evaluating, responding to, and approving sponsorship requests. The Department carefully considers all sponsorship requests to ensure they meet our business, community education and marketing goals. Arrangements that offer the potential for maximum exposure for the Department's programs and long-term benefit for Maryland's residents are preferred. We welcome the chance to explore sponsorships with past partners and key community targets, but also seek sponsorships that present the Department with unique or special outreach opportunities.

If your organization is interested in approaching the Department for sponsorship, please visit [www.mdhousing.org](http://www.mdhousing.org).

Sponsorship requests must be submitted to the Department one (1) month prior to the date of the event/program. The Department will evaluate all sponsorship proposals within ten (10) business days. Applicants will be notified electronically shortly after a final decision has been made.

## ***APPROVAL***

All sponsorship arrangements must be approved by the Secretary of Housing and Community Development after endorsement by the Executive Director of Communications, Marketing, and Advertising. Sponsored organizations must agree to send an original copy of all materials created under the sponsorship agreement bearing the Department's logo; name or image to the Department 14 days after the sponsorship has ended.

Responsible Manager: Director of Communications and Marketing

Approved By: Secretary of Housing and Community Development

Date Originated: 8 May 2007

Date Last Modified:

Frequency of Review: Annually