CHARITABLE EVENT SPONSORSHIP GUIDELINES

To serve and improve the communities in which we live and work, General Motors accepts and considers requests to sponsor charitable events.

Sponsorship of charitable activities/events are intended to benefit the mission of the supported organization while promoting goodwill in the community. Charitable activities/events can include fundraisers, galas, luncheons, dinners, golf outings and community events.

Due to the value of incidental goods/services received, GM manages these requests separate from traditional grant requests.

STRATEGY
GM gives priority to events that align with our focus areas of STEM education, vehicle and road safety, sustainable communities and Detroit giving.

In addition to focus area alignment, charitable event applications are evaluated to ensure they will successfully:

• Advance GM’s core value of serving and improving communities
• Provide positive exposure consistent with GM and GM brands
• Create opportunity to reach targeted audiences and build relationships
• Demonstrate innovative approaches to address a defined social issue

ELIGIBILITY REQUIREMENTS
• All applicants must be 501(c)(3) nonprofit organizations in good standing with the IRS
• Applications are only accepted via an online system located at www.gm.com
• Applications must be received at least eight weeks prior to any recognition or print deadline
• No multi-year commitments will be considered
• Requested funds may not be used retroactively

TIMING
Allow up to six weeks for our review process. If there is a need for additional information, GM will contact the organization directly.
EXCLUSIONS

GM reserves the right to determine whether any organization is ineligible.

Funds are not available for the following:
• Capital campaigns, endowments or naming rights opportunities
• Faith-based organizations organized for religious purposes
• Government/tax-supported entities including schools
• Hospitals and medical-related facilities
• Individual requests, such as personal scholarships and vehicle donations
• Political candidates, campaigns or organizations
• Private clubs, fraternities or sororities
• Sports and race teams
• Organizations that discriminate based on race, religion, color, sex, national origin, age, marital status, mental or physical ability, sexual orientation, gender identity or expression

TECHNICAL ASSISTANCE

If you are experiencing technical difficulties, please send an email inquiry to GivingBack@gm.com. We will make every effort to respond to your email within 48 hours. Please note that we will not review or discuss pending requests but will be happy to answer questions on how to navigate the online application system.