



Bronco Motors Corporate Giving & Sponsorship Program

Since 1971, Bronco Motors has been a proud member of the community in Southwest Idaho. The goal of our Corporate Giving & Sponsorship Program is to support and play an active, positive role in the community where we live and work. Providing support to non-profit and community organizations is just one way Bronco Motors works towards this goal. We strive to provide local organizations financial contributions, in-kind services, and volunteer support whenever possible. As with all our endeavors, Bronco Motors focuses its funding on programs that reflect our core values of Quality, Value, Integrity, and Trust.

We are committed to being a socially responsible Idaho business and good corporate citizen. As such, our contributions, in-kind services and volunteer support are made principally in the areas of:

- Local Children's Well-Being – supporting programs that provide medical assistance, social services, education and housing to K-12 children. We strive to support programs that make resources available to those in need of shelter, food, health care and support services and look for opportunities that enable people to become self-sufficient.
- Animal rights & welfare – supporting organizations that educate our community, advocate animal welfare, and provide for the well-being of all animals.
- Arts & Culture – supporting organizations that provide innovative cultural programs that contribute to our sense of community.
- Employee & Customer Family Relations – providing support to various programs for involved individuals that give them opportunities to grow and be involved in our community.

Corporate Giving Guidelines

Our Corporate Giving Guidelines ensure that donations, sponsorships, and in-kind services are coordinated and provide a central point of contact for requests. All requests for charitable contributions, sponsorships, in-kind services, or business courtesies will be coordinated by Community Relations. Requests must be made in writing and submitted to the Community Relations Coordinator. The department will coordinate and administer all aspects of approved requests. All corporate expenditures for sponsorship, support, fundraising golf tournaments, and similar promotions, events, and activities will be determined according to the following guidelines:

- Primarily Idaho-based, 501(c)(3) nonprofit organizations will be considered, based within 50 miles of where Bronco Motors operates.
- Corporate charitable contributions, sponsorships, and in-kind services will promote Bronco Motors business goals, create positive visibility and demonstrate social responsibility.
- The primary focus of contributions will be related to children and animals.
- Requests to support or sponsor social, team, community, civic, educational and economic endeavors will be considered if they are within budget resources, support corporate business goals, and meet contribution guidelines. We limit our support to every other year for these types of activities.
- Bronco Motors may use photographs and descriptions of its grant and sponsorship recipients in news releases and promotional materials. Bronco Motors may include a link to the recipient's website from the Bronco Motors website.

Priority is based on the perceived overall benefit to community. Organization must demonstrate a clear objective and strategy and have tools in place to measure, track and report the impact of a contribution.

The following exclusions apply:

- Contributions to individuals, political candidates, political campaigns or entities will not be considered.
- We generally do not support organizations that raise funds for redistribution to other organizations.
- We generally do not make multi-year commitments to organizations.
- Organizations, or events sponsored by organizations, that discriminate by race, creed, gender, disability, sexual orientation, age, religion or nationality will not be considered.
- We do not generally contribute to the following: religious or labor organizations; luncheons, banquets or other forms of indirect support; private foundations; endowment funds or capital fund drives; organizations whose primary mission is to raise funds; special interest groups; individuals; or travel funds.

Sending requests:

Requests for contributions can be submitted in writing using the attached form and sent via fax to (208) 575-9700. Each request should include:

- Evidence of tax-exempt status under section 501(c)(3) of the Internal Revenue Code if applicable.
- Details of request (funds, in-kind donation, volunteer assistance, etc.).
- Description of intended use of request, who will benefit and how they will benefit.
- Overall budget of the program.
- Description of how the organization will measure results and report outcome of the use of funds being requested.
- If sponsorship is being requested, please include information on the benefits included in the sponsorship, exclusivity, etc.



9250 Fairview Ave., Boise, ID 83704
(208) 376-8510 phone / (208) 575-9700 fax

Charitable Donation & Sponsorship Request Application

Bronco Motors actively supports local charitable organizations that serve our community. Please review our Corporate Giving Program guidelines and fax the necessary information with this form to (208) 575-9700.

Date of Request _____

Name of Organization _____

Address _____

Contact Name/Title _____

Contact Phone number & email _____

Date of Event and Program/Event Description _____

Donation Requested (use of vehicles; monetary; in-kind) _____

Provide a brief history of the non-profit organization (who or what the organization benefits) _____

What is the specific need? Please describe how the donation you are requesting will be utilized and how the local community will benefit _____

Organization's annual budget _____

Major funding sources _____

Have you ever purchased a vehicle from Bronco Motors? Yes No Unknown

Have you received support from us in the past? _____