

## **Cameron Communications Donations/Sponsorship Policy**

### ***Summary***

Cameron Communications is committed to the principles of corporate social responsibility and good corporate citizenship. We want to be an avid supporter of the schools in our communities through Partners in Education initiatives, by supporting athletic and academic groups, and by sponsoring Newspapers in Education at every school. Additionally, Cameron Communications looks to be a major sponsor of each service area's largest festival or event. We also look for opportunities to promote Cameron Communications as the parent company of all of our entities in our peripheral markets. Cameron Communications will implement and maintain a Donation and Sponsorship program with the express purpose of demonstrating good corporate citizenship in the communities we serve.

Through this program Cameron Communications supports groups and organizations that operate in the following broad community sectors:

- *Education*
- *Health*
- *Community*
- *Sport & Recreation*
- *Arts & Culture*

Donation requests and sponsorship opportunities will be evaluated against predetermined criteria and with due regard to the value of the request; outlined below are the criteria along with the application guidelines.

### ***Criteria***

Preference is given to groups and organizations that:

- Are working for the benefit of a wide range of stakeholders, in particular the youth, schools and higher education institutions of our communities.
- Are non-profit and can demonstrate community support and involvement.
- Can demonstrate how the money or in-kind donation is to be spent and the expected outcome of the event.
- Commit to acknowledging the Cameron Communications' contribution through the placement of various promotional banners, brochures, posters and the corporation's logo on promotional material.
- Commit to acknowledging the Cameron Communications' contribution by sending letters to community and political leaders, and reports on the event through local media.

## ***Application Guidelines***

Requests for donations and sponsorships should be submitted in written form to the Public Relations Coordinator for the respective service area.

They should include the following:

- An outline of the project or event for which the donation/sponsorship is being requested and the expected outcome.
- The amount being requested, together with a total budget or projected cost of the event if applicable.
- A list of all project contributors or partners, particularly companies.
- Information and commitments that will meet the criteria listed above.

In special circumstances, any or all of the above requirements can be waived if it's in the best interests of the parties concerned and Cameron Communications.

## ***Approval Process***

Each viable request as outlined above will be submitted to the Public Relations Team Leader by the Public Relations Coordinator for review and recommendation as to Cameron Communications participation/acceptance level. The final approval for donation and sponsorship opportunities will be determined based on the amount of each request as specified below:

\$500 or less: approval required by Public Relations Team Leader

\$501 - \$2,500: approval required by Marketing Manager

\$2,501 and above: approval required by Assistant General Manager, General Manager and/or Board of Directors

## ***Media Coverage***

The following guidelines will apply:

Donation/Sponsorship up to \$999 - photo op with check presentation and press release sent to the service area's local newspaper.

Donation/Sponsorship over \$1,000 - photo op with check presentation and press release sent to the service area's local newspaper. Additionally, any sponsorship/donation relating to Cameron Communications' SW Louisiana service areas or relating to Cameron Communications as the parent company of all of our entities will be sent to the *Lake Charles American Press*, *SW Daily News*, *The Times* and *Lagniappe*.

All photos will be submitted to the Copywriter along with a brief description of the donation/sponsorship and a list of who is in the picture within 3 business days of the photo op. The Copywriter will then write a press release and send it out as outlined above within 3 business days of receiving the photo and information.