

Comerica Charitable Giving Sponsorship Requests



Comerica Charitable Giving – Overview

Comerica's success is dependent upon helping people succeed. This vision shapes our approach to community investment and guides the framework of our charitable support and community partnerships. Our community support and outreach is primarily focused in those geographic areas where Comerica does business: Texas, Michigan, California, Arizona and Florida. Our primary goals are to:

- ▶ Enhance Comerica's commitment to community reinvestment
- ▶ Have an impact on issues important to the company and our communities
- ▶ Respond to the diversity within our communities, and the needs of diverse populations
- ▶ Create pride and loyalty among Comerica employees

To support our communities, Comerica Bank and the Comerica Charitable Foundation support charitable 501(c)(3) organizations that support our communities and align with our areas of giving focus. All requests must be submitted through our online charitable grant/sponsorship request process. Based upon the nature of the charitable request, this support is provided through Comerica Bank's Corporate Contributions Department or the Comerica Charitable Foundation.

Comerica Bank Corporate Contributions – Sponsorship Requests

The Comerica Corporate Contributions Department provides monetary support to charitable 501(c)(3) organizations within our key market areas of Texas, Michigan, California, Arizona and Florida, for events and activities. By partnering with community organizations through event sponsorships, we are able to demonstrate our support of these important community organizations. All charitable sponsorship requests must be submitted online. To learn more about Comerica's charitable sponsorship policies and processes, please read the "frequently asked questions" on the next page.

Comerica's Giving Focus

While all funding requests are worthwhile, Comerica Bank and the Comerica Charitable Foundation receive far more grant and sponsorship requests than can be supported. We focus support in our primary market areas of Texas, Michigan, California, Arizona and Florida. In addition, requests received from these areas are reviewed to determine if the goals of the requesting organization and/or the programs for which support is being requested, are in alignment with one or more of our giving priorities. Our priorities, shown below, focus on programs that support low-to-moderate-income families and communities.

1. Education

- ▶ Financial literacy programs (pre-K through 12th and Adult)
- ▶ Business-focused and STEM-related programs
- ▶ College scholarships for business, finance and STEM-related students with a financial need

2. Economic/Community Development

- ▶ Programs that support economic-self-sufficiency
- ▶ Programs that promote/support job creation, job training, job readiness and/or job retention
- ▶ Programs that promote/support affordable housing advocacy and development
- ▶ Programs that promote/support small business training and development

3. Human Services

- ▶ Programs that support transitional and supportive services and housing
- ▶ Programs that feed the hungry/provide food access

Comerica Charitable Sponsorships – Frequently Asked Questions

Q. What is the difference between a sponsorship and a grant?

A. Sponsorships are monetary contributions given to nonprofit 501(c)(3) organizations to support an event or activity, in exchange for marketing and advertising benefits, and/or event tickets.

Foundation Grants are provided to nonprofit 501(c)(3) organizations to fund programs and/or projects. All grant funds go to program support, and Comerica cannot benefit in any way from the donation. If you are interested in learning more about grant request requirements visit: comerica.com/charitablegiving and click on the Comerica Charitable Foundation FAQs document link.

Q. Why do charitable sponsorship requests need to be submitted online?

A. While all funding requests are worthwhile, Comerica receives far more funding requests than it can support. The online request process is used to streamline the request review process and enable us to provide requestors with a faster response.

Q. Are organizations required to have a 501(c)(3) status to apply for a sponsorship through the Comerica Corporate Contributions Department?

A. Yes. Sponsorship support from the Comerica Corporate Contributions Department is given to IRS designated 501(c)(3) organizations only.

Q. When should I submit a Charitable Sponsorship request?

A. Comerica accepts Charitable Sponsorship requests year-round. However, we ask that you submit a request a minimum of 90 days prior to the event date, to allow adequate time for the request to be reviewed.

Q. What support materials will I need to attach to my online grant request?

- ▶ A copy of a brochure or flyer for the event for which funding is being requested (if one is not available, attach a description of the event on your organization's letterhead).
- ▶ A recent W-9 form.
- ▶ A dated statement on your organization's letterhead indicating the percentage of persons served by your organization that is low- to moderate-income (this is only required if the percentage is 51% or greater).

Q. Are there any restrictions regarding the types of organizations and/or funding requests that receive sponsorship support from the Comerica corporate Contributions Department?

A. Comerica Bank and the Comerica Charitable Foundation have an Anti-Discrimination Charitable Giving Policy. Please read this policy before applying for support. It can be accessed by clicking on the Anti-Discrimination Policy and Funding Limitations document on comerica.com/charitablegiving. This document also outlines Comerica's funding limitations.

Q. When can I expect to receive a response to my charitable sponsorship request?

A. A decision will be made on all charitable sponsorship requests within 90 days of receipt of the request. Requestors will be notified either via email, U.S. mail, or phone.

Q. Who should I contact if my organization needs volunteers for an event or project?

A. Comerica has a very active employee volunteer program. If you have a volunteer request, please email: volunteermail@comerica.com with details regarding your volunteer need.

Q. Who should I contact if I have additional questions regarding Comerica's Charitable Sponsorship program?

A. If you have additional questions about sponsorships, please email: ComericaCorpContributionsCMail@comerica.com.

Q. How do I submit a charitable sponsorship request?

A. Visit: comerica.com/charitablegiving for access to the online application.