



**THE
COLORADO
TRUST**

A Health Equity Foundation

Frequently Asked Questions about Event Sponsorships

Who can apply for an event sponsorship?

Colorado organizations with 501(c)(3) nonprofit tax status and whose work aligns with The Colorado Trust's [health equity vision](#). Event sponsorships to entities that are not a 501(c)(3) or to individuals will not be considered.

What is The Colorado Trust's vision?

The Colorado Trust's vision is that all Coloradans have fair and equal opportunities to lead healthy, productive lives regardless of race, ethnicity, income or where we live.

How does The Colorado Trust define health equity?

Health equity is achieved when every person living in Colorado has the opportunity to attain their full health potential, and no one is disadvantaged from achieving this potential because of any socially determined circumstances.

What type of events does The Colorado Trust sponsor?

The Colorado Trust sponsors fundraising, speaker series, commemorative events, milestone events, outreach events and other special events in support of a nonprofit's work and aligning with The Colorado Trust's health equity vision. The event should be a standalone event, not a regular or recurring event or part of the organization's routine services or programming. For example, a "monthly community meeting" would not be appropriate.

What types of events/programs does The Colorado Trust not sponsor?

The Colorado Trust does not sponsor political campaigns, lobbying activities or voter registration drives.

How often can an organization apply for a sponsorship?

However, sponsorships are limited to one award per organization per calendar year.

What level of funding is available?

Requests will be considered individually up to a maximum of \$5,000 per sponsorship. An organization may not be funded at the same level as requested.

What does The Colorado Trust look for in a sponsorship application?

- A complete application that meets The Colorado Trust's sponsorship criteria
- Inclusion of the nonprofit organization's Tax ID Number (EIN)
- Alignment with The Colorado Trust's health equity vision.

Question four of the application asks to list my event sponsorship benefits and levels. Is it required to have sponsorship benefits?

No. If eligible, an organization's application will always receive full consideration regardless of whether an event has accompanying sponsorship benefits. If an event does not have sponsorship benefits, The Colorado Trust requests that applicants mention that in this response, and if an event does have sponsorship benefits, those should be listed here.

Can an organization receive an event sponsorship if they use a fiscal sponsor?

Yes. The applicant must provide the fiscal sponsor’s name, address, tax ID number and contact information in the application.

If an organization has different departments, projects, or sub-entities, can each apply for a sponsorship?

An organization can only receive one sponsorship per year. This is true for all organizations, including larger organizations, universities, schools or fiscal sponsors that may encompass various projects and programs. If the sub-entity does not have a separate 501(c)(3) registration and EIN, it is considered the same organization.

Can an organization apply for support for multiple events?

Sponsorships are processed based on the event date, so an applicant should not apply for multiple sponsorships in the same cycle. Once an organization has received a sponsorship for the year, any further applications will be automatically declined. If an organization’s initial sponsorship application is declined, it may apply again for sponsorship of a different event in the next cycle.

How does an organization apply?

[Click here to complete the online application.](#) All applications must be fully completed. Incomplete information may prevent an application from being considered.

When will my organization receive notification regarding an event sponsorship request?

Below are the dates for application deadlines and status notifications:

Events taking place in January and February 2025

- Apply by Oct. 15, 2024
- Notified on or around Nov. 15, 2024

Events taking place in March and April 2025

- Apply by Jan. 2, 2025
- Notified on or around Feb. 1, 2025

Events taking place in May and June 2025

- Apply by March 1, 2025
- Notified on or around April 1, 2025

Events taking place in July and August 2025

- Apply by May 1, 2025
- Notified on or around June 1, 2025

Events taking place in September and October 2025

- Apply by July 1, 2025
- Notified on or around Aug. 1, 2025

Events taking place in November and December 2025

- Apply by Sept. 1, 2025
- Notified on or around Oct. 1, 2025

Why have the application deadlines and notification dates changed for 2025?

These changes give applicants more time and opportunities to apply for an event sponsorship.

Who should I contact if my organization has more questions?

Please email Colorado Trust staff at sponsorships@coloradotrust.org or call (303) 837-1200.