

Take Time To Give

www.TakeTimeToGive.com

<http://twitter.com/TakeTimeToGive>

Sponsorship Evaluation Guidelines

At Mitchell Williams, we believe it is our essential responsibility to play an active, positive role in the communities in which we work and live. Our Take Time To Give program is the firm's community service initiative that provides support to civic and charitable organizations through financial contribution, volunteer hours, and pro bono legal services.

Due to the large number of requests we receive on an annual basis, Mitchell Williams has established the following evaluation criteria to help determine sponsorship selection.

Evaluation Criteria

Sponsorship proposals are evaluated against 10 general criteria. These criteria have been developed to ensure that Mitchell Williams establishes sponsorship relationships that will mutually benefit the firm and the receiving organization.

Proposals are evaluated for:

1. Tangible benefits associated with the partnership
2. Opportunity to create long-term value
3. Ability to reach targeted audiences and build relationships
4. Positive exposure for the Mitchell Williams brand
5. Potential to be leveraged with additional resource investment (trades, volunteer opps, etc.)
6. Potential for long-term, sustainable partnership or relationship
7. Ability to be category-exclusive (only law firm sponsor at major levels)
8. Sweat equity through long-time attorney involvement
9. Consideration of participation due to client relationship or association
10. Opportunity for participation by our attorneys in a leadership or volunteer role

Requests

All requests for support should be made through our online submission process at www.TakeTimeToGive.com/Requests.

Primary Charity Selection

Selections for Mitchell Williams' Primary Take Time To Give charity are made annually through a nomination submission process. Nominations are open October 1 through November 30. Mitchell Williams' leadership and Director of Marketing & Public Relations will determine the primary charity recipient during the December meeting of its Board of Directors.

Timing of Requests

Preferably, applicants must allow two months between application and the sponsored event to provide time for negotiating agreements and to enable Mitchell Williams to appropriately plan our participation.

Ineligible Activities

Mitchell Williams will most likely not support the following types of activities because they do not meet the criteria we have set for our sponsorship program. However, there may be other options available for obtaining support for these activities, such as promotion through www.TakeTimeToGive.com. Of course, we will always review requests on an individual basis should a benefit be established for involvement.

- Requests that benefit an individual person or family.
- Individual church functions/activities
- Door prizes or raffles.
- Individual school-affiliated sports, orchestras, bands, choirs, drama groups, yearbooks or class parties

Primary Contact For Requests:

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