Frequently Asked Questions about Event Sponsorships

Who can apply for an event sponsorship?
Colorado organizations that have 501(c)(3) nonprofit tax status and whose work is aligned with The Colorado Trust's health equity vision. The Colorado Trust also may consider event sponsorship requests that support the state's philanthropic sector.

Event sponsorships to entities that are not a 501(c)(3) or to individuals cannot be considered.

What is The Colorado Trust's vision?
The Colorado Trust's health equity 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. (*Adapted from the Centers for Disease Control and Prevention*)

Visit our website to learn more about The Colorado Trust and health equity.

What type of events does The Colorado Trust sponsor?
The Colorado Trust sponsors fundraising and other special events in support of a nonprofit's work and in alignment with The Colorado Trust's health equity vision. The Colorado Trust also may consider sponsorship requests that support the state's philanthropic sector.

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.

What level of funding is available?
Sponsorships are limited to one per organization, per calendar year. Requests will be considered individually, including level of funding, up to a maximum of $3,000 per sponsorship. The average sponsorship amount is approximately $1,500.

What does The Colorado Trust look for in a sponsorship application?
- The submission of a fully completed 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 (The Colorado Trust also may consider sponsorship requests that support the state's philanthropic sector)
- Whether the event addresses one or more of the social determinants of health
- The number of people the event will reach.

Can my organization receive an event sponsorship if we use a fiscal sponsor?
Yes. You will need to provide the name, address, tax ID number and contact information for the fiscal sponsor when you apply for an event sponsorship.

My organization has different departments, projects, or sub-entities. Can each of them apply for a sponsorship?
An organization can only receive one sponsorship per year. This is true for all organizations, including umbrella organizations, universities, schools or fiscal sponsors that may encompass a wide variety of projects and programs. If the sub-entity does not have a separate 501(c)(3) registration and EIN, it is considered to be the same organization.

Can my 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 (see date ranges below).

How do I submit an application?
You can complete our online application. Please submit sponsorship requests online as early as possible in your event planning process.

Please make sure your application is complete. Incomplete information may result in your sponsorship request not being considered.

When will I receive notification regarding my event sponsorship request?
Below are dates for application deadlines and status notifications:

Events taking place between January and April
- Apply by Oct. 15
- Notified by Nov. 15

Events taking place between May and August
- Apply by March 15
- Notified by April 15

Events taking place between September and December
- Apply by June 15
- Notified by July 15

Is there someone I can contact with more questions?
Please email us or call (303) 837-1200.