

CHARITABLE EVENT SPONSORSHIP GUIDELINES



STRATEGY

General Motors accepts and considers requests to sponsor charitable events and gives priority to events aligned to the following strategic focus areas:

- STEM Education
- Vehicle & Road Safety
- Community Development
- Climate Equity

In addition to focus area alignment, charitable event applications are evaluated to ensure they will successfully:

- Provide positive exposure consistent with GM and GM brands
- Create opportunity to reach targeted audiences and build relationships
- Advance GM's core value of serving and improving communities
- Complement GM's business objectives

Sponsorship of charitable activities/events are intended to benefit the mission of the supported organization while promoting goodwill in the community. Charitable activities/events can include fundraisers, galas, luncheons, dinners, golf outings, conferences, summits and community events.

Due to the value of incidental goods/services received, GM manages these requests separate from traditional grant requests.

ELIGIBILITY REQUIREMENTS

All sponsorship requests must satisfy the following criteria:

- Applicant is a U.S.-based 501(c)(3) nonprofit organization in good standing with the IRS
- Applications are only accepted via an online system located at www.gm.com
- No multi-year commitments will be considered
- Requested funds may not be used retroactively
- Applications are received at least eight weeks prior to any recognition or print deadline

TIMING

Allow up to six weeks for the review process. If there is a need for additional information, GM will contact the organization directly.

EXCLUSIONS

Funds are not available for the following organizations or purposes:

- Capital campaigns, endowments or naming rights opportunities
- Faith-based organizations for religious purposes
- Government/tax-supported entities including schools
- Hospitals and medical-related facilities
- Individual requests, such as personal scholarships and vehicle donations
- Political candidates, campaigns or organizations
- Private clubs, fraternities or sororities
- Sports and race teams
- Organizations that discriminate based on race, religion, color, sex, national origin, age, marital status, mental or physical ability, sexual orientation, gender identity or expression

GM reserves the right to determine whether any organization is ineligible.

TECHNICAL ASSISTANCE

If you are experiencing technical difficulties, please send an email inquiry to GivingBack@gm.com. We will make every effort to respond to your email within 48 hours.

Note: We will not review or discuss pending requests but will answer questions on how to navigate the online application system.