

Please read prior to completing request form

This guide will help select which application form may be appropriate for your request.

In general, a *Charitable Contribution* request is a request submitted by a designated 501c3 organization that does not offer promotional opportunities in exchange for support.

Sponsorship requests typically include one or more sponsor benefits to Lundbeck in return for support. This may include an exhibit or promotional opportunity, or others.

The chart below should help you determine when to utilize the Charitable Contribution form and when to select the Sponsorship request form.

Charitable Contribution Requests	Sponsorship Requests
<ul style="list-style-type: none"> • Organization must be a designated 501c3 organization 	<ul style="list-style-type: none"> • Organization may be a 501c3 designated charitable non-profit organization or a for-profit organization.
<ul style="list-style-type: none"> • Primary use of funds is for general mission support and the contribution is charitable in nature ** 	<ul style="list-style-type: none"> • Primary use of funds is to support a specific educational or awareness event
<ul style="list-style-type: none"> • Request will not provide promotional opportunity or meaningful engagement (i.e., tangible benefits) in exchange for the contribution <ul style="list-style-type: none"> ○ Corporate recognition (i.e., display of Lundbeck logo on a website, in a program or at an annual gala) is not considered a tangible benefit 	<ul style="list-style-type: none"> • Requests typically include sponsor benefits in exchange for financial support, these may include though are not limited to: <ul style="list-style-type: none"> ○ An exhibit booth or table for promotional purposes ○ Gala or fundraiser tickets ○ Walk or race registration ○ Promotional benefits beyond simple Lundbeck corporate logo placement. ○ Participation in a live or virtual event

** Because many 501c3 organizations rely on annual galas (in-person or virtual) to raise funds for the general operating budget, support of annual galas may be considered