

Sponsorship Guidelines

Texas Capital Bank is dedicated to helping communities prosper through strategic investments in our communities that serve the needs of low-to moderate-income individuals and families. To achieve the greatest impact, we direct our sponsorship dollars toward events and organizations promoting three focus areas:

1) Education, 2) Health & Wellness and 3) Community Development.

EDUCATION

- Early childhood development
- Technical and career training
- After-school
- Fine arts education
- Reading and literacy
- STE(A)M
- College preparedness
- Summer camps

HEALTH & WELLNESS

- Community health services
- Preventive healthcare services
- Nutrition for adults and children
- Family support
- Behavioral therapy

COMMUNITY DEVELOPMENT

- Workforce Development
- Affordable Housing
- Economic Development
- Transitional and Emergency Housing
- Disaster Relief and Recovery

NON-ELIGIBLE:

- Individual fundraising
- Political campaigns or causes
- Advocacy and lobbying groups
- Public schools
- Endowments, capital or memorial campaigns
- Animal rescue programs and services
- Day after the day of deposit.
- Religious organizations advocating religious purposes
- Sports, athletic events or athletic programs
- Organizations outside of Texas Capital Bank's market assessment area

ELIGIBILITY REQUIREMENTS:

To receive a sponsorship, an organization must serve the needs of people in low-to moderate-income communities. Texas Capital Bank considers sponsorship requests without regard to race, color, religion, ethnicity, gender, sexual orientation, national origin, age, disability or genetics.

Organizations must:

1. Have current tax-exempt status under Section 501(c)(3) or 501(c)(4) of the Internal Revenue Code
2. Provide services to low-to moderate-income communities located within Texas Capital Bank geographic assessment area¹
3. Align with Texas Capital Bank focus areas of education, health and wellness, and community revitalization

SPONSORSHIP APPLICATION PROCESS:

Organizations may request a sponsorship through Community Relations at any time. Organizations must also provide the following documents as part of their submission process:

1. Proposal which outlines sponsorship amounts and benefits
2. IRS documents verifying tax exempt status
3. Portion of the sponsorship which is tax exempt
4. A follow-up statement explaining the impact of the sponsorship on the organization and the people it serves

¹ Organization must be geographically located within the assigned assessment area for Texas Capital Bank: Austin, Dallas, Fort Worth, Houston, and San Antonio