

# Sponsorship and In-Kind Donation Guidelines

Principal Financial Group, Inc., and certain affiliates (“Principal”) have a long history of charitable giving and community involvement. This policy has been established to reflect company-wide considerations, processes and controls that ensure charitable actions are carried out with fairness and due diligence and are reflective of Principal’s core values and business interests.

Principal is not obligated to approve submissions. Prior approval of support does not guarantee continued support or that subsequent requests will be approved.

## PURPOSE OF THE PROGRAM

The purpose of the sponsorship and in-kind donation program is to support our corporate objectives, strengthen the wellbeing of the communities in which we operate, reduce waste, and represent our corporate values publicly. Sponsorship and in-kind support is provided throughout the year. Organizations must apply for consideration directly through our portal: <https://principal.versaic.com/login>.

## PROGRAM ELEMENTS

Sponsorships typically represent requests for funding to support events or other charitable activities. While requested amounts range, most approvals do not exceed \$5,000.

Principal’s in-kind donation program donates used office equipment, furniture, technology, and other items that are no longer of value to Principal to eligible charitable organizations. The program also donates Principal owned and controlled spaces, such as office and conference space, open lots, parking space, etc. to eligible charitable organizations for limited one-time use.

## PROGRAM ADMINISTRATION

Principal Community Relations administers Principal’s sponsorship and in-kind donation program. All sponsorship and in-kind donation requests must be submitted by an eligible charitable organization by written application in Principal’s portal: <https://principal.versaic.com/login>.

Applications for events or programs must be submitted at a minimum of 90 days before your earliest print deadline. Requests are reviewed on a quarterly basis on or about the 15th of March, June, September, and December. The online application portal is open all year, however applications will only be reviewed during the times noted.

Only one sponsorship, in-kind donation, or other corporate contribution will be awarded to an organization per calendar year. For multiple events only one application should be completed that includes a complete listing of all events for which support is requested.

No phone or email requests will be accepted.

Principal may suspend, change, or terminate the sponsorship and in-kind donation program at any time. The interpretation, application, and administration of the sponsorship and in-kind donation program shall be determined by Community Relations.

## ELIGIBLE ORGANIZATIONS

All recipients of Principal sponsorship funding or in-kind donations must meet the following criteria:

- Organizations recognized by the IRS as tax exempt under section 501(c)(3) organization (in the United States) and classified as a public charity or equivalent (outside of the United States), or a certified academic institution;
- The organization's primary mission must be non-sectarian, non-religious, non-denominational, non-discriminatory, and non-political; and
- The organization's policies and practices must be consistent with the Principal Financial Group non-discrimination policies and practices. Principal will not fund or make in-kind donations to organizations that discriminate on the basis of race, ethnicity, creed, religion, gender, gender identity and expression, national origin, sexual orientation, age, pregnancy, disability, veteran status, protected genetic information, or political affiliation.

Principal employees are prohibited from submitting applications for sponsorships or in-kind donations on behalf of organizations.

### INELIGIBLE ORGANIZATIONS

Principal will not provide sponsorship support or in-kind donations to:

- Individuals;
- Organizations that have not been in existence for at least six (6) years at the time of donation;
- Organizations that lack 501(c)(3) exempt status or an international equivalent;
- Organizations whose primary purpose is to promote political views, influence legislation, or support candidates for public office;
- Churches, houses of worship, religious or sectarian programs for religious purposes, or religious training programs including but not limited to seminaries, theology schools, or yeshivas;
- Fraternal organizations; or
- Organizations that have previously received support and failed to submit timely reports to Principal or Principal Foundation.

Priority consideration will be given to organizations that have not received sponsorship, donation, or other contributions from Principal. Current Principal Foundation grantees are ineligible for sponsorships.

### NEED ASSISTANCE

Please direct any questions to to [CommunityRelations@principal.com](mailto:CommunityRelations@principal.com).