

Arts and Culture Sponsorship Guidelines

Focus Area

Arts and Culture: We believe arts and culture are crucial for vibrant community life.

- We are dedicated to the idea that the arts and culture enhance the quality of life in a community
- We are committed to arts and culture as a way to further public discourse and nourish creativity and learning.

Specifically, we choose to support major arts organizations through sponsorship.

Sponsorship Guidelines

Impact Areas:

- Organizations in which Piper Jaffray employees have expressed an interest

OR

- Organizations which serve a *significant component of the local population* in our key markets of business and employee presence

We focus on:

1. New, traveling or refreshed exhibits, theater, musical, performance or other aspects of major arts/cultural organizations' offerings that enhance the creative base of the community.
2. Initiatives that have innovative outreach and learning components that engage members of the public in interactive and unique ways.

Other Priorities:

Consideration will be given to cultural institutions with national or international outreach and impact with respect to our markets of business.

Piper Jaffray sponsorship will provide a platform to reach the firm's key stakeholders and support its brand in innovative and flexible ways.