

SPONSORSHIP POLICY & APPROVAL PROCESS

As part of our mission to create healthier communities, St. Elizabeth Healthcare supports the charitable efforts of a number of organizations through our Sponsorship Program. The program is funded annually and is subject to the availability of funds.

Before submitting an application, all applicants are encouraged to review the sponsorship application evaluation process and criteria.

CRITERIA

While we strive to support as many important initiatives as possible, we regret that we cannot approve all requests. Therefore, applications must meet **all** of the following criteria:

1. The event or project must directly benefit the geographic area served by St. Elizabeth Healthcare.
2. The event or project must be consistent with St. Elizabeth Healthcare's mission, vision, and values.
3. The requesting organization must be perceived to be effective, and the activity must be relevant to the perceived needs of the community.
4. The request must represent a not-for-profit organization in good standing that has a positive community image.
5. The request must meet the promotional needs of St. Elizabeth Healthcare. St. Elizabeth must receive recognition of sponsorship through the approved use of our logo in advertising, public announcements, and other materials produced for the event.

If the organization/event meets the above criteria, it must answer **'yes'** to at least one of the questions below.

Preference will be given to those requests where the answer is **'yes'** to more than just one question.

1. Does the organization and event seek to address a community health care need?
2. Will the sponsorship request provide St. Elizabeth with an opportunity to communicate our message - whether it is marketing or health-related?
3. Will the sponsorship request provide St. Elizabeth with an opportunity to market/promote key services?

EXCLUSIVITY

If St. Elizabeth is asked to be a major sponsor; the number of major sponsors must be limited to three, including us. Ideally, St. Elizabeth would prefer to be the only health care or hospital sponsor.

REVIEW AND APPROVAL PROCESS

1. All requests for sponsorship **must** be submitted with the following:
 - Completed Sponsorship Request Form
 - Letter of request on the organization's letterhead
 - Breakdown of all sponsorship levels that include benefits
2. We ask that organizations submit requests a minimum of **60 days prior** to the publication of any marketing materials for the event and/or your sponsorship deadline. Requests that are received less than 60 days in advance risk being excluded from consideration. All sponsorships are subject to annual review and evaluation.
3. The Sponsorship Committee meets monthly to evaluate and make sponsorship recommendations. Decisions are based on consistency with the criteria mentioned above. However, due to the overwhelming number of requests and limited availability of funds, a request may be denied even if it fits the criteria.
4. Official notification of approval or denial will come in the form of a letter or email.

INELIGIBLE ACTIVITIES

St. Elizabeth Healthcare will **NOT** provide funding for:

- Requests that benefit an individual person or family
- No outright donations of cash
- Events or Organizations which discriminate on the basis of race, color, religion, gender, age or national origin
- Political or labor organizations/activities
- Endowments or development campaigns
- Events or Organizations that are considered to be in direct competition with St. Elizabeth Healthcare