

### Cincinnati Children's and Youth/Family Sports Sponsorships

Cincinnati Children's actively seeks opportunities to promote the goods and services it provides to the community. Through partnerships with sports organizations, Cincinnati Children's commits to a small number of local youth- and family-oriented sports sponsorships each year (fewer than 20), based on certain criteria and a very limited budget.

As you can imagine, **many** local sports organizations think of Cincinnati Children's when seeking sponsors, therefore, we consider a wide variety of opportunities and must be **very** selective when choosing which opportunities are appropriate for the hospital's participation and dollars.

All sports-related sponsorship (or advertising) opportunities should be presented to our local marketing team. Please review the criteria below before contacting us with a sports sponsorship opportunity.

Criteria for sponsorships that we consider for the organization:

- Geographically targeted within the Greater Cincinnati/Northern Kentucky area, with emphasis on communities where Cincinnati Children's has a location (i.e., Liberty Township/West Chester, Green Township/Westside, etc.)
- Children's sports but family sports are also considered
- Venues that include a variety of sports are more desirable
- Events that include multiple teams or schools over a day or two
- Reach the parent/family target on a large scale — 10,000+ for 1-, 2- or 3-day events, more than 100,000 annually for venues
- Involve multiple teams, clubs, etc., rather than just one — for two reasons:
  1. We don't want to be a team's only or primary source of financial support because if we should have to stop supporting it in the future, we wouldn't want that team to suffer
  2. One team usually cannot meet our 'large scale' criteria
- Include a website presence
- Offer advertising opportunities in the form of banner ads, program ads, and website logo with link back to our site
- Require no more than an annual contract with first right of refusal for following year

If you believe your organization meets these criteria, call 513-636-4420 or email us at [sports\\_sponsorship@cchmc.org](mailto:sports_sponsorship@cchmc.org).