

## Sponsorship Overview

Cincinnati Children's sponsorship guidelines provide a framework for developing external partnerships and support for activities and initiatives aligned to our mission and strategic priorities. Organizations working to meaningfully improve child health will be given preference for sponsorship. Sponsorship funding is limited and based on annual budgetary allocations, alignment with strategic priorities, and adherence to sponsorship guidelines. It is our goal that sponsorships benefit Cincinnati Children's, the community partner, and the shared vision of improving child health in the community.

## Sponsorship Eligibility - Guiding Principles

Funds are limited; therefore, we cannot approve all requests. To be considered, an application must meet all sponsorship criteria.

To be **eligible** for sponsorship, organizations must:

- Align with [Cincinnati Children's mission and vision](https://www.cincinnatichildrens.org/about) (<https://www.cincinnatichildrens.org/about>)
- Align with Cincinnati Children's strategic goals and child health priorities. In particular to:
  - Drive excellent and equitable child health outcomes
  - Promote safe and supported families
  - Ensure every child has a path to achieving their full potential
  - More information on health priorities can be found in our [2019 Community Health Needs Assessment](#)
- Submit an online application at <http://www.communityrelationsconnect.org/sponsorship>
  - Requests submitted via email or mail will not be considered until an online application is completed
- Requests range \$500-\$5,000; the median sponsorship amount is \$2,500.

**Preference** will be given to organizations with a non-profit/501c3 status AND that demonstrate:

- Direct impact on children and families in the community through activities and initiatives
- Active community engagement in Cincinnati Children's primary service area of the Cincinnati-Middletown, OH-KY-IN Metropolitan Statistical Area; which includes the following counties:
  - Ohio: Butler, Clermont, Hamilton and Warren
  - Kentucky: Boone, Campbell and Kenton
  - Indiana: Dearborn
- Meaningful improvement to child health with measurable outcomes
- An opportunity to create long-term partnerships and leverage volunteer opportunities
- Evidence-based activities and initiatives
- Positive Cincinnati Children's brand exposure

## Sponsorship Ineligibility

The following requests are **ineligible** for Sponsorship and will not be considered:

- Agency- or school-sponsored runs, walkathons, athletic events, golf-outings or athletic group sponsorships
- Capital improvements/physical improvements to land or structures
- Causes/missions not tied to child health or social determinants of health
- General operating expenses, debt reduction, or endowment campaigns
- Individual or team fundraisers for organizations
- National or international organizations/events that do not benefit the local community
- Political candidates, organizations, or events
- Activities and initiatives that are duplicative or in conflict with Cincinnati Children's mission and vision
- Religious activities, in whole or in part, for the purpose of furthering religious doctrine
- Requests that benefit an individual person or family
- School-affiliated orchestras, bands, choirs, drama groups, yearbooks, class parties, or class or team projects
- Travel expenses
- US hospitals or medical research studies

#### Application and Decision Timeline:

- The sponsorship application for activities and initiatives occurring July 1, 2022 – June 30, 2023 (Fiscal Year 2023 – FY23) will open on **Monday, March 14, 2022** at <http://www.communityrelationsconnect.org/sponsorship>
- All requests for FY23 sponsorship funding should be made by **Tuesday, May 31, 2022 at 5 PM EST**.
  - Organizations that are seeking funding for multiple activities or initiatives should complete a separate application for *each* request. Please only include information for one sponsorship request on each application submitted.
  - Sponsorship requests made after the deadline will be considered on a case-by-case basis.
- Decisions regarding sponsorship requests will be communicated to the email provided in the application by **Friday, July 22, 2022**. All applicants will receive an email notification.
- Payment to the organization will occur once an invoice, W-9, and other requested documents are received and processed.
- Logo Usage and Ad Development: If a sponsorship includes logo usage or an ad, please contact [communityrelations@cchmc.org](mailto:communityrelations@cchmc.org) **90 days** before the print deadline and indicate this on the application. All organizations must sign a Brand Usage Agreement before using Cincinnati Children's logo. Please note, the Community Relations Department ***cannot*** provide a copy of the logo - all logo requests must complete the formal agreement process.
  - To initiate the Brand Usage Agreement process, please provide a defined image(s) of how the logo will be used as soon as it is available (i.e. a graphic image of the actual shirt in the intended color with proximity to any other logos, etc.). This also includes logo placement on websites, flyers, invitations, etc. A logo request cannot be submitted without this information. Of note, Cincinnati Children's does not permit the use of its logo on social media – instead we can be recognized by simply listing Cincinnati Children's.

The Community Relations team is available to assist in this process. Please contact Community Relations at [communityrelations@cchmc.org](mailto:communityrelations@cchmc.org) or 513-636-9327 for questions or comments.