

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 and incorporating evidence-based programs will be given preference for sponsorship.

Sponsorship funding is limited 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.

SPONSORSHIPS - GUIDING PRINCIPLES

To be eligible for sponsorship, organizations must:

- Align with Cincinnati Children's mission, vision and goals
- Must optimize impact of sponsorship dollars (request range \$500-\$5000; average sponsorship \$1500)
- Be in good standing with the IRS or other governing body
- Be in good financial standing (debt to income ratio)

Preference may be given to sponsor organizations that demonstrate:

1. Alignment with Cincinnati Children's strategic goals and child health priorities
2. Improving child health through meaningful and measurable outcomes
3. Opportunity to create long-term partnerships and leverage volunteer opportunities
4. Active presence in Cincinnati Children's community or neighborhood locations (Avondale, Anderson, College Hill, Eastgate, Fairfield, Green Township, Kenwood, Liberty Township, Mason, Northern Kentucky, Price Hill)
5. Evidence-based programs, events or activities
6. Positive exposure for the Cincinnati Children's brand

Activities Ineligible for Sponsorship:

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

TIMELINE:

All requests for sponsorship funding for events and program occurring July 1, 2020 – June 30, 2021 (FY21) should be made by **May 1st, 2020 at 5pm** by going to <https://bit.ly/2SZqRhg>. Sponsorship requests made after the deadline will be considered on a case-by-case basis. Payment to the organization will occur at least 60 days prior to the event, granted there are no outstanding issues with receipt of an invoice, W-9 or other supporting documentation.

Our Community Relations team is available to assist you in this process. Interested organizations should contact Community Relations at 513-636-9327 or communityrelations@cchmc.org with any questions.