Overview
Cincinnati Children’s sponsorship guidelines provide a framework for developing external partnerships and support for activities and initiatives aligned to our mission, 2020 Strategic Plan, and Community Health Needs Assessment. Organizations demonstrating strong alignment to SP20, particularly the Community strategy, and directly addressing critical child health needs within the CHNA, will be given preference for sponsorship.

Cincinnati Children’s Strategic Plan 2020 (SP20)
SP20 provides a focus for how Cincinnati Children’s and the community are changing the outcome together for children. The core strategies of SP20 include:

- **Care** – Deliver exceptional, safe and affordable care for every child and every family, every day
- **Community** – Help Cincinnati’s kids to be the healthiest in the nation through strong community partnerships with special emphasis on:
  - Developing a highly effective primary care system that is connected and integrated to effectively address child health needs
  - Reducing infant mortality and prematurity
  - Improving kindergarten readiness and third-grade reading
  - Addressing social influences of health in two neighborhoods: Avondale and Price Hill
- **Discovery** – Transform child health with our collaborative culture of discovery, translation and learning
- **Impact** – Improve the lives of children everywhere by creating deeper connections with families, care providers and organizations
- **People** – Realize our full potential by engaging, inspiring and enabling all employees (current and future) to make a difference

Community Health Needs Assessment (CHNA)
The CHNA documents the most critical child health needs based on engagement with the community through surveys, focus groups and key informant interviews. The CHNA process engaged over 2,500 residents, community organizations and stakeholders to best prioritize child health needs in our community. This information along with a review of primary and secondary data sources identified the following critical child health needs in our region (in rank order):
1. Child Mental Health
2. Childhood Obesity
3. Childhood Asthma
4. Child Safety & Unintentional Injury
5. Early Literacy and School Readiness
6. Infant Mortality

Sponsorship Type
Sponsorship requests must detail how child and community health needs are being addressed through partnership with Cincinnati Children’s for an event, program, and/or initiative. Requests must fall into one of the below categories:

1. **Program, Outreach or Collaboration**: Programs or outreach events that raise awareness/support or a collaboration between an organization and Cincinnati Children’s to meet child/community health needs aligned with strategic priorities.
2. **Table or Event Sponsorships** – Events, galas, luncheons, or other event for an external organization raising money or awareness for pediatric causes aligned with strategic priorities
3. **Chamber of Commerce Memberships** – Memberships to local or regional chambers of commerce aligned with Cincinnati Children’s goals and priorities.

General Guidelines
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.
Sponsorship Guidelines FY 20
(July 1, 2019 – June 30, 2020)

To Be Eligible, Organizations Must:
• Submit a sponsorship request aligned with Cincinnati Children’s mission, vision and goals
• Be in good standing with the IRS or other governing body
• Be in good financial standing (debt to income ratio)

The sponsorship should provide:
1. Tangible, measurable outcomes and benefits associated with the sponsorship, such as the number of lives improved, number of individuals served
2. Opportunity to create long-term value and awareness, including leveraging volunteer opportunities or generating future impact for the community/individuals served
3. Ability to reach targeted audiences and build relationships
4. Positive exposure for the Cincinnati Children’s brand
5. Potential for long-term, sustainable partnership, or relationship

Preference may be given to organizations:
• Providing programs, events or activities that are based on evidence-based practice
• That align with Cincinnati Children’s strategic goals and child health priorities
• That provide opportunities to advance child health and advocacy
• That support current Cincinnati Children’s programs and/or partnerships
• That have an active presence in Cincinnati Children’s community health or neighborhood locations (Avondale, Anderson, College Hill, Eastgate, Fairfield, Green Township, Kenwood, Liberty Township, Mason, Northern Kentucky, Price Hill)

Ineligible Activities:
• Causes/missions not tied to child-health or its social determinants
• Agency- or school-sponsored runs, walkathons, athletic events, or athletic group sponsorships
• Auxiliary organizations, services or troops/groups
• Endowment campaigns
• For-profit organization hosted an event with no benefit to a non-profit organization
• Golf outings
• Individual or team fundraisers for organizations
• Local community or school sports 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
• School-affiliated orchestras, bands, choirs, drama groups, yearbooks, class parties, or class or team projects
• Travel expenses
• US hospitals or medical research studies

Timeline:
All request for sponsorship funding for FY 2020 (July 1, 2019 – June 30, 2020) should be made no later than May 3rd, 2019 by going to https://www.surveygizmo.com/s3/4757576/CCHMCSponsorshipRequestFY20. Organizations will be notified of sponsorship decisions on or before June 30, 2019. Payment to the organization will occur no later than 60 days prior to the event, granted there are no outstanding issues with receipt of an invoice, W-9 or other supporting documentation.

Ongoing Support & Assistance:
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.