

Sponsorship Guidelines

Each year, Akron Children's health system receives hundreds of requests for sponsorship of area events and programs. While we often support many events, the number of requests and the cost of participating at any level continue to increase, creating a challenge to maximize engagement while also controlling costs. As we increase our access to more communities, the need to engage our current and prospective families also grows. Thus, the challenge of selecting which event or program to support has become more complex than ever.

There are many events and programs that align with our mission and for which organizers only seek event participation. We consider such events for **Community Engagement**.

There are others that seek financial support for events and programs. Such requests may be considered for **Community Support Sponsorships**.

We also receive proposals that offer events to activate our brand [see "brand activation" definition below] and help us meet our Marketing and Communications objectives. We classify those as **Event Marketing Sponsorships**.

Similarly, we receive proposals from established organizations that offer comprehensive solutions to support our health system's strategic objectives. These proposals may be considered for **Corporate Sponsorships**.

Each category of sponsorship has its own criteria. And within each of those category types, opportunities may vary.

Akron Children's sponsorship committees will continue to review and consider **Community Support Sponsorships** which request support for *up to a maximum of \$5000*.

For consideration beyond community support, i.e., **Event Marketing or Corporate Sponsorships**, proposals will be assessed based upon their alignment with our strategic MarCom objectives, integration with other marketing initiatives, activities and campaigns, and comparison to other solutions. There is no formal solicitation or submission process. Opportunities may be reviewed and considered based upon Akron Children's objectives and strategic needs at any given time. The event coordinator may elevate opportunities to the VP of Marketing and Communication or a MarCom representative ("representative") when applicable. **DO NOT USE SPONSORSHIP FORM** or process to submit proposals.

Criteria for Consideration

Community Engagement

Community event participation provided by the Children's Outreach Support group, which offers staffing for health fairs and other public events, supporting the needs of the community identified by our Community Needs Assessment.

Organizations seeking Akron Children's participation at community events must complete [the online form](#) eight weeks in advance of the event.

Community sponsorships

Financial support provided for community events or programs that align with our health system's mission.

Events/programs:

1. Must align with our mission.
2. Must occur within an Akron Children's service area.
3. Submissions may include walks, runs, auctions; fairs and festivals; sports and entertainment; cultural programs and fundraising events.
4. Financial request must be for no more than \$5,000 in one year for any one organization.
5. If the requesting organization has multiple events in one year, they should compile their request into one submission with their recommendation for deliverables we will receive.
6. Must be submitted a minimum of eight weeks in advance of the event [via the online request form](#) that is reviewed by the sponsorship committee. The committee reviews events monthly.
7. Community Sponsorships are separate from requests for Community Engagement. As requests for Community Sponsorships and Community Engagement may be complementary, coordination between such requests may be necessary.
8. Community Sponsorships are also separate from proposals for "Event Marketing" and "Corporate" Sponsorships – as defined below. Event Marketing and Corporate Sponsorship proposals are not subject to, and must not be sent through, the sponsorship submission process as they are not reviewed by the sponsorship committees.

Selection Process for "Community Sponsorships" only

Community sponsorships are reviewed monthly by the Sponsorship Committees ("committee"), each of which is chaired by the VP of Marketing and Communication or a MarCom representative ("representative"). There are two committees: one in Akron that reviews community sponsorships for all regions except for those occurring in Mahoning Valley, which are reviewed by a separate committee for that region.

Organizations must request sponsorship by completing Akron Children's sponsorship request form. Requests are reviewed by the committee. Organizations with multiple initiatives should prioritize sending those that are most aligned with Children's mission as it is likely that if one is

considered and approved, others from the same organization will not be considered during the same budget/calendar year.

If further information is needed from the organization, a designated committee member will contact them and then provide the additional details to the committee.

If an approved sponsorship includes an ad, the ad specs must be sent to Children's events coordinator, who will work with the creative services manager. If an approved sponsorship includes a company table, seats or entry tickets to be offered to Children's staff, a VP, department leader or other hospital representative shall be identified and asked to complete the task. If ticket/seat allotment is less than 50% filled by an expected response date before the event occurs, tickets may be donated back to the organization.

Additional preference is given to:

- Organizations, events or projects that will have a measurable, health-related impact on the children and families of Northeast Ohio.
- Events or projects that support our regional health care partners.
- Events or programs that align with the hospital's strategic initiatives.
- Activities with a proven track record of success – by providing proof that they were well-attended, received high-level customer satisfaction, etc.

Exclusion Criteria (situations for which sponsorships will not be considered)

- The health system will not sponsor activities from organizations without 501(c)3 status or status as private foundations.
- As a non-union hospital, we will not sponsor union-supported events.
- No sponsorship contributions will be made to individuals.
- No sponsorship requests will be granted to organizations not tied to our service area in some way.
- The health system will not sponsor political or partisan activities.
- No sponsorship will be considered when a portion of the sponsorship money is designated to the national, not the local, organization.
- The health system will not sponsor organizations that discriminate on the basis of race, color, religion, national origin, citizenship status, sex, age, mental or physical disability, sexual orientation, veteran status or any applicable federal, state or local laws.
- No sponsorship contributions will be made to endowment funds or multiple-year pledge campaigns.

The committee reserves the right to refuse requests that do not align with the mission or culture of the hospital or could potentially place the hospital in an unfavorable light.