



## **Sponsorship Guidelines**

Every year, Wise Health System receives numerous requests for support from various community groups and organizations. It's our challenge to balance the measure of what we already contribute to our local community as a non-profit healthcare provider with our obligations as the region's largest employer. As such, we will do our best to match our limited discretionary funds with community health needs.

Wise Health System and its subsidiaries sponsor a select number of events that are strongly aligned with its promise to improve the health in the region through the prevention and treatment of illness, disease and injury. Our strategic plan is the driving force of sponsorship decisions, and the opportunities that are ultimately funded must make a positive impact on the local communities that we serve.

Sponsorship is defined as direct financial or in-kind support for special events and may include – though not limited to – nonprofit agency fundraisers (breakfasts, luncheons, dinners), speakers series/lectures, fun run/walks, health fairs, golf tournaments, rodeos or other community activities).

We ask that you carefully consider the request being made by not duplicating requests to multiple Wise Health System programs, departments and/or subsidiaries (ex. Fit-N-Wise, Wise Health Clinics, Wise Health Surgical Hospitals, etc.).

## **Criteria for Consideration**

Consideration for sponsorships will be dependent on the following:

1. Fundraising events for organizations that have a close relationship with or support of one or more of Wise Health System's departments or programs.

2. Sponsorships for national organizations must be centered on a local or regional event.
3. Must involve a health and wellness component that leads to community benefit, health improvement, or education.
4. Activities that promote public awareness preferably in the region that we serve and positively promote our health system's services.
5. Schools, organizations, non-profit organizations and community partners that are in geographic proximity to our facilities.
6. The requesting organization and event must reflect positively on Wise Health System and must provide appropriate visibility and value-added opportunities for Wise Health System. This includes logo placement, banners, Public Service Announcements, speaker opportunities, etc. Wise Health System reserves the right to approve all usage or placement of logos and banners. Samples of programs, flyers and/or photos that provide proof of value-added opportunities and visibility must be included upon conclusion of the sponsorship event.

Funds will not be granted for:

- Organizations whose mission, philosophy or business practice does not align with our mission, vision or values
- Political/partisan organizations
- Labor organizations
- General operating expenses
- Individual PTA organizations
- Fundraisers not associated with an established organization

Application and selection process requests for sponsorship must be submitted no less than 60 days before your event. All decisions made are final. This

process is in place to ensure that all applications are evaluated equally, that approved sponsorships fulfill our strategic objectives and are aligned with our current budgets.

### **Online Application Process**

All application for sponsorship requests must be submitted online for consideration. These forms may only be completed by an authorized party for the organization requesting sponsorship.

**Web link:** [Http://www.WiseHealthSystem.com/Sponsorship](http://www.WiseHealthSystem.com/Sponsorship)