

<b>AFFECTED DEPARTMENT:</b> Hospital-wide	<b>POLICY CATEGORY:</b> Leadership
<b>SUBJECT:</b> Sponsorship	<b>ORIGINAL ISSUE DATE:</b> 03/2017
<b>OWNER:</b> Director of Marketing	<b>LEGAL REVIEW:</b> n/a <b>DATE:</b> n/a
<b>DATE REVIEWED:</b> n/a	<b>DEPARTMENTAL APPROVAL:</b> Director of Marketing <b>DATE :</b> 3/2017
<b>DATE REVISED:</b> n/a	<b>LEADERSHIP APPROVAL:</b> CEO <b>DATE:</b> 03/2017
<b>REFERENCED POLICIES:</b> n/a	<b>REFERENCES:</b> n/a

**POLICY:**

Administration and staff of Morehead Memorial Hospital are honored to make contributions on behalf of the hospital to organizations and groups in the community.

The Sponsorship Guidelines are in place to ensure that all applications are evaluated equally and fulfill our mission, vision, values and strategic plan. Due to availability of funds, requests may be denied even when they do meet the criteria.

**PROCEDURE:**

To streamline the donor/sponsorship process, priorities are given to not-for-profit organizations whose purposes best match Morehead Hospital's mission, vision and values. Consideration will be given to requests which meet the following requirements:

- Promote healthy living or disease prevention for the general public
- Closely fit Morehead's mission and vision
- Address a target population in the communities we serve

- Requesting organizations must be a 501(c)3 designation and in good-standing within the community

The following types of organizations, events, and activities are **not** eligible for sponsorship funds:

- Individuals
- Political and labor organizations
- Religious organizations (excluding memorial donations)
- Individual churches or religious activities
- Individual schools (public or private), excluding institutes of higher education
- Capital campaigns, unless there is a clearly identifiable connection to Morehead Memorial Hospital's mission, vision and values
- For-profit organizations
- Little league teams/booster clubs/scouting organizations
- Requests for employee matching funds

### **Request Process:**

- Requesting organization must complete a sponsorship request form which can be emailed to you from the Director of Marketing and Public Relations or downloaded from our Web site: [morehead.org](http://morehead.org)
- All requests should be received four weeks prior to the event, and six weeks prior to the event if there is a need for ads to be designed.
- All requests are reviewed by the Marketing and Public Relations Department, and decisions made are final.

### **Guidelines for Requests:**

- Value: Does the event/activity provide value to both organizations and the intended audience?

- **Impact:** Does the event/activity impact the health of communities? How is that impact measured?
- **Geographic Reach:** Does the event/activity reach a desired target audience, such as our consumers, vulnerable populations, other health professionals, community leaders?

**What we ask from you:**

- For approved sponsorships, we would like to receive a brief wrap-up report showing (if applicable) the results of the event and the number of people impacted.
- Please send one or two digital photos of the event. Please note that these photos may be used in print or digital promotional materials produced by Morehead Memorial Hospital.

**REVIEW/REVISION LEDGER:**

<b>Review / Revision Date:</b>	<b>Authority / Title:</b>	<b>Revision Description :</b>
3/2017	Director of Marketing	Issued