

# Sponsorship Guidelines (Updated 4/8/19)

---

## Serving Our Community

UC Health is committed to advancing medicine and improving the health of all people – regardless of race, ethnicity, geography or ability to pay – by fostering groundbreaking medical research and education, delivering outstanding primary and specialty care services, and building a diverse workforce. We continually look for ways to extend our mission within our communities by offering support to local organizations as they relate to our mission, values and strategic goals.

## Alignment to Our Mission, Vision and Values

Organizations who seek sponsorship partnerships and support from UC Health should be strongly aligned with our purpose and core strategies.

**Our Purpose:** To advance healing and reduce suffering.

**Our Mission:** We are committed to advancing medicine and improving the health of all people – regardless of race, ethnicity, geography or ability to pay – by fostering groundbreaking medical research and education, delivering outstanding primary and specialty care services, and building a diverse workforce.

**Our Vision:** To use the *power of academic medicine* to advance the science of discovery and transform the delivery of care.

## Our Values – **PRIIDE**:

We will serve our patients, our community, and one another by:

- **Putting Patients and Families First:** Above all, we will dedicate ourselves to meeting the physical and emotional needs of those we serve.
- **Showing Respect:** We will treat others in a respectful and compassionate manner.
- **Acting with Integrity:** We will be honest, fair, and trustworthy in our decisions and actions, always adhering to the highest ethical standards.
- **Embracing Inclusion:** We will maintain an open mind and seek new and different perspectives to create a welcoming and diverse environment.
- **Seeking Discovery:** We will work tirelessly to advance the practice of medicine through research and innovation, as well as training and education.
- **Offering Empathy:** We will respect and honor the dignity and experiences of others and provide heartfelt comfort and support.

## Our Core Four Strategies:

- **Growth and Access:** Lead in the care of distinct populations.
- **Performance and Culture:** Deliver better, safer, and smarter care.
- **Research and Education:** Partner with the University of Cincinnati to advance research, training and education.
- **Community Health:** Improve the physical and economic health of our community.

## Sponsorships Considered

- Monetary contribution with associated participation
- Speakers for events/seminars and community conversations
- Event medicine

## Organization Eligibility

To be eligible for sponsorship support, organizations must:

- Have legal status as a non-profit organization (501c3) and comply with local, federal tax laws; and/or,
- Be an organization whose mission and purpose is closely aligned with UC Health's mission and purpose.

[Continued on opposite side]

### Evaluation Criteria

Sponsorship support will be considered when the organization, event or project/program:

- Aligns with the UC Health mission, vision, values, strategic direction, and community partnerships;
- Supports a not-for-profit, charitable organization or cause;
- Supports communities in which we serve;
- Has potential for long-term, sustainable partnership or relationship;
- Provides an opportunity to create long-term value and awareness beyond basics, including but not limited to: leveraging volunteer opportunities, improving the health of the community served, extending partnership opportunities beyond a single event, etc.;
- Provides tangible, measurable outcomes and benefits;
- Is able to reach targeted audiences and build new or strengthen existing relationships;
- Provides positive exposure for the UC Health brand; and/or,
- Demonstrates strong leadership, proven evidence of impact, financial security and successful communication practices.

Requests for support benefitting the following local communities may receive special consideration given their close proximity to UC Health patient service sites: Avondale, Clifton, Corryville, East Walnut Hills, Hartwell, Walnut Hills, West Chester.

UC Health does NOT support the following types of activities:

- Sponsorships that may be interpreted as controversial or that conflict with UC Health's mission, vision, values and strategic direction;
- National or international organizations that do not directly benefit our local communities;
- Political candidates, organizations or advocacy groups;
- Religiously affiliated organizations or programs whereas the primary purpose is to advance a particular belief or religion;
- Requests that benefit an individual person or family;
- Auxiliary organizations, services or groups;
- Endowment or capital campaigns;
- Individual or team fundraisers for organizations; and/or,
- Organizations which discriminate by race, creed, gender, sexual orientation, sex, age, religion or origin.

### Timeline

UC Health operates on a fiscal year from July 1 through June 30. To ensure your opportunity is considered for the July 1, 2020-June 30, 2021 budgeting cycle, **requests should be submitted by February 1, 2020.**

Funding requests outside of this time frame will be reviewed by the UC Health Sponsorship Committee; however, it will be difficult to fund requests outside of the budget process. All organizations will receive a decision regarding their request by May 2020.

### Submission Process

Sponsorship requests must be submitted at [www.uchealth.com/sponsorships](http://www.uchealth.com/sponsorships). Due to the high volume of requests received, telephone or individual email requests will not be accepted.

*UC Health, a certified non-profit entity, receives far more requests for funding and operational support from worthy organizations than what can be supported through finite resources. Our inability to respond positively to any given request for financial support should not necessarily be interpreted as a judgement for or against the mission or purpose of the submitting entity or corresponding project or program.*

---