

Sponsorship Program

Organizations are encouraged to submit sponsorship applications to BayCare any time throughout the year. Proposals will be evaluated against established Sponsorship Eligibility Criteria and in relationship to BayCare's existing commitments, available budget and required team member engagement. All sponsorships are subject to annual review and evaluation for renewal. Please consider the criteria below when completing the sponsorship application.

Sponsorship Eligibility Criteria

The criteria below has been developed to ensure that dollars provided to community organizations align with BayCare's Mission as an organization.

- 1. Are the dollars we provide staying in our community?**
 - BayCare's Mission as a community-owned, not-for profit health care system, calls on us to invest in our community. Please provide a percentage of the dollars that are staying local on the sponsorship application and indicate to which project those funds will be used. ("Local" is defined as being within Hillsborough, Pasco, Pinellas and/or Polk counties.)
- 2. Can the organization provide a proof-of-performance report back to BayCare detailing the impact our dollars had on improving the health/well-being of our community and other sponsorship deliverables?**
 - BayCare's Mission is to improve the health of all we serve, so documented outcomes/results are an expectation of receipt of funding. BayCare will provide preference to sponsorships that are funding programs provided by an organization that supports our mission.
- 3. Sponsorships should fall into one of the following categories to be considered:**
 - CHNA priority-related funding:
 - Do these dollars go toward addressing one of the top priorities identified in our community health needs assessment? This includes addressing issues related to mental health and substance use, access to health services, and nutrition, exercise and weight.
 - Being good neighbors:
 - Do these dollars support BayCare's Mission as an organization and support BayCare 'doing the right thing' for the communities we serve?

Secondary Criteria

The criteria below will be reviewed with the application, however, will not exclude the request from consideration.



1. **Is the organization requesting the sponsorship of a 501(c)(3)?**
2. **Does the organization already have other relationships with BayCare and/or BayCare team members?**
 - This could include BayCare Leadership Board involvement or other relationship between BayCare and the organization.
3. **Good investment: Do the dollars support the BayCare brand or provide BayCare with community engagement opportunities?**
 - Engagement opportunities include BayCare leadership opportunities for community interaction and networking, and/or BayCare brand presence at key events.
4. **Did the organization submit the application at least three months prior to when the sponsorship funds are needed and/or event occurs?**

It's important to provide ample time for processing sponsorship requests and event needs.

Ineligible Requests or Activities

The following types of requests or activities don't meet the criteria we've set for our sponsorship program:

- Requests that benefit an individual person, family, school or other narrow segment of our community
- Travel or general operating expenses
- Political candidates, activities or organizations
- Memorials or endowments
- Requests for donations
- Any request not meeting eligibility criteria