

# Sponsorship and In-Kind Donations Guidelines

As a non-profit health system with roots in central Ohio and throughout Ohio, our mission is “to improve the health of those we serve”. OhioHealth takes pride in serving the health needs of our communities. Serving other non-profit organizations through sponsorships or program support is another important part of the continuum in living out our mission. OhioHealth accepts requests based on criteria and timing outlined in these guidelines. These criteria and guidelines have been developed to ensure that OhioHealth establishes sponsorship relationships that will serve a community need and mutually benefit OhioHealth and the receiving organization.

## Evaluation Criteria

OhioHealth will consider requests for funding when:

- Organization/effort is in alignment with OhioHealth’s mission, vision, values and strategic plan
- Supports communities in which we serve
- Supports OhioHealth leadership and physicians who serve on a community board at the request of OhioHealth
- Supports not-for-profit, charitable organizations
- Supports OhioHealth philanthropic cultivation efforts
- Supports memberships and involvement in local chambers that provide economic growth in communities we serve
- Promotes or enhances the relationship between OhioHealth and healthcare related organizations that promote improved health status, and whose mission and goals are consistent with OhioHealth’s strategic plan
- Ability to educate key audiences
- Potential for sustainable partnerships with mutual values
- Provides visibility for OhioHealth as a community leader
- Opportunity for media coverage and sponsor visibility
- Category exclusivity

OhioHealth does **not** support:

- Sponsorships that are controversial or in conflict with OhioHealth mission, vision and values
- Individualized local sports organizations, such as Little League
- Individualized school-affiliated orchestras, bands, choirs, drama groups, yearbooks, class parties, or class or team projects
- Levy campaigns
- Requests that benefit an individual person or family
- Church groups
- Political candidates or organizations

## Application Process

Organizations requesting support from OhioHealth must submit a sponsorship proposal by email to [sponsorships@ohiohealth.com](mailto:sponsorships@ohiohealth.com), or by mail to:

OhioHealth  
Community Relations  
180 East Broad Street  
Columbus, OH 43215-3707

**Please note that because of the volume of requests that we receive, we do not accept telephone inquiries.**

**For more information about regional community support, please contact [sponsorships@ohiohealth.com](mailto:sponsorships@ohiohealth.com).**

Written sponsorship proposals require the following:

- Date of event(s)
- Description and history of the event(s) or activity to be sponsored
- Sponsorship levels available (e.g., exclusive, presenting, etc.), including a list of title or other major partners, if applicable, and total costs associated with sponsorship.
- Benefits of the sponsorship for OhioHealth
- Why OhioHealth should sponsor this event or activity
- How this opportunity connects with OhioHealth's strategy, promotes improved health status, and improves the community at large
- Demographics of audience for event(s) or activity
- Evidence of 501(c)3 status
- List any OhioHealth leadership involvement, i.e. board or committee, if applicable
- Your contact name, title, address, phone, e-mail

Before submitting a written sponsorship proposal, be sure to review and comply with the sponsorship evaluation criteria.

Applicants must allow 6 months to 1 year between application and the sponsored event to provide time for negotiating agreements and to enable OhioHealth to appropriately plan our participation.

OhioHealth operates on a July through June fiscal year. **To ensure you opportunity is included in our strategic planning and budgeting cycle, requests must be submitted by January of each year.** We will do our best to process your request in a timely manner. If your request is received outside of the suggested timeframe, we will review at our discretion.

Funding outside of these deadlines will be reviewed on a regular basis by the OhioHealth Sponsorship Committee; however, priority will be given to those organizations that comply with these guidelines: 1) have been previously funded; 2) are within our sponsorship criteria, 3) highlight OhioHealth leadership, physicians or services/programs, or 4) promote a philanthropic relationship.