

sponsorship request policy

purpose + overview

Iverson Memorial Hospital (Iverson) is committed to providing the highest level of care by promoting wellness within our community. We focus on supporting initiatives that impact the overall health and wellbeing of the communities we serve. We carefully consider sponsorship requests for programs, events and activities that actively support and complement our promise to be **trusted partners in world-class healthcare**.

Iverson recognizes all the great organizations, programs and events at work in our region; however, sponsorship funds are limited, and we are not able to approve all requests. Approval or denial one year does not dictate approval or denial in the future. All sponsorships must be approved by Iverson's Marketing department.

criteria

Applications or proposals must support one or more of the following criteria:

- The group, program or event is healthcare focused or promotes community vitality:
 - Education.
 - Overall health, wellness, and/or safety.
 - Prevention and detection of disease.
 - Economic development or revitalization efforts.
- The sponsorship aligns with Iverson Memorial Hospital's promise statement and strategic goals.
- Sponsorships for national organizations must have significant local impact.
- The group, program or event must reflect positively on Iverson Memorial Hospital and its related entities.
- The sponsorship must meet the promotional needs of Iverson Memorial Hospital.
- Fundraising for organizations with close relationships to Iverson and complement our key service lines.
- Organization is in geographic proximity to our facility or primary service areas.
- Organization requesting financial contributions must provide a current, valid W-9.



Each organization requesting funds is limited to one (1) financial contribution per fiscal year, unless otherwise determined by the Marketing department or the Senior Leadership Team. If an organization sends multiple requests per year, the request that brings the most value to Iverson will be selected.

Contributions may also include staff time, meeting spaces, Iverson-branded supplies and other indirect resources for projects and activities that are consistent with our giving priorities.

limitations

Iverson Memorial Hospital will not fund the following types of activities:

- Political, fraternal, religious or labor organizations/activities.
- Individuals or individual endeavors.
- Requests/events that do not improve the health or economic well-being of the community we serve.

submission timeline + details

- All sponsorship requests must be received at least 30 days prior to the event. Failure to submit requests 30 days prior may result in sponsorship denial.
- Applications must be submitted via the online form at www.iversonhospital.org/sponsorships.
- Submissions are evaluated on an ongoing basis as they are received. Approval/denial is based on a rubric consistent with Iverson's promise, strategic goals and available funding.
- Sponsorship recipients must use the most up-to-date version of the Iverson logo and brand materials (as provided by Iverson's Marketing department) for promotion at the event.
- Due to availability of funds, requests may be denied even if they meet the listed criteria.

follow-up after the sponsorship period

All sponsorship recipients are required to fill out a post-sponsorship form to:

- Briefly summarize the impact of the sponsorship, and/or;
- Provide photos related to the event/group the sponsorship impacts.

The post-sponsorship form is available online at www.iversonhospital.org/sponsorships. Meaningful completion of the post-sponsorship form may affect future eligibility for receiving sponsorship funds. Iverson's Marketing department may use submitted summary and/or photos as content for marketing purposes, as appropriate.



rubric for determining sponsorship

This tool helps Iverson’s Marketing team determine if the sponsorship request meets the defined criteria for funding. Sponsorships requests are scored using following scale:

1. Does Not Meet Criteria.
2. Neutral.
3. Meets Criteria.

criteria	score
Provides a direct, health-related benefit.	
Provides a community benefit/support.	
Is located within Iverson’s service area(s).	
Is consistent with Iverson’s promise, commitments and strategic plan.	
Meets Iverson’s promotional needs.	
Provides value-added opportunities for Iverson.	
Complements Iverson’s key service line(s).	
Organization has a close relationship with and supports Iverson departments or IMH Foundation.	
Promotes economic development in the region.	
Sponsored by a school or community organization.	
Requesting person/organization has a strong affiliation with Iverson or IMH Foundation.	
Total	

