

# COMMUNITY EVENT/PROJECT SPONSORSHIP REQUEST GUIDELINES



St. Peter's Health (SPH) supports community projects and events that relate to the mission, vision and values of our organization:

Mission: St. Peter's Health partners with our patients and the community to provide exceptional and compassionate health care.

Vision: To be the gold standard for health care in Montana.

Values: Quality, Service, Safety, Accountability and Collaboration

St. Peter's prioritizes the award of sponsorships and donations based on the objectives of the 2016 Community Health Improvement Plan (CHIP). The complete CHIP plan is available for review at [www.sphealth.org](http://www.sphealth.org). Its seven priorities include the following areas:

- |                                 |                       |
|---------------------------------|-----------------------|
| Mental Health                   | Substance Abuse       |
| Chronic Disease                 | Communicable Disease  |
| Maternal and Child Health       | Access to Health Care |
| Environmental Health and Injury |                       |

As a health care organization, sponsorships or donations will generally be made to *health care non-profit organizations* that have the greatest opportunity for positively affecting the health of the community we serve; and/or those programs that enhance the visibility and awareness of St. Peter's Health.

## Guidelines for Requests

Budget permitting, requests for funding that fit within the mission, vision, values, strategic plans and community benefit objectives of St. Peter's Hospital and provide a *direct health-related benefit* will be given the highest priority for consideration and potential support.

Please note, that posters for community programs, (such as sports teams), are not included in these guidelines. For further details on these sponsorships, please contact Katy Peterson, Director of Public Relations and Marketing.

*Sponsorship requests must be for activities or events that benefit those in our service area.*

## Service Area

St. Peter's Health provides health care services to residents of Lewis and Clark, Broadwater, Jefferson, Meagher and Powell counties. The communities represented in our service area include:

- |              |                |                       |
|--------------|----------------|-----------------------|
| Avon         | Elliston       | Ringling              |
| Basin        | Helena         | Toston                |
| Boulder      | Jefferson City | Townsend              |
| Canyon Creek | Lincoln        | White Sulpher Springs |
| Clancy       | Marysville     | Winston               |
| East Helena  | Radarsburg     | Wolf Creek            |

Additional considerations for sponsorships include:

- Organizations receiving funds are required to be a 501c3 non-profit.
- Previous history of event sponsorships. Organizations must submit requests each time they wish to be considered. The hospital will not grant annual, automatic contributions to any organization.
- The perceived effectiveness of the organization and the need for the activity relative to other organizations in the community or region.
- The level of support being received by the organization from the area in which it operates and from other sources. Generally, we do not wish to provide the sole funding for an event.
- The funds available to St. Peter's Health.
- Any other factor relevant to the application at hand.

## **How to Request a Sponsorship or Donation**

### **External Requests**

All those requesting financial, in-kind or contribution sponsorships from SPH must complete the Community Event/Project Sponsorship Application form and submit to St. Peter's Marketing & Public Relations department. See Notification section for sponsorship review and award timelines. Please submit form at least 3 months before contribution is required.

St. Peter's Health must receive recognition of sponsorship through the approved use of St. Peter's Health logo in advertisements and other materials, such as t-shirts, banners, etc. St. Peter's Health's name may not be used by organizations that have not been approved in advance.

### **Internal Requests**

Internal funding requests will be evaluated using the same process as external funding requests, but must also report their community benefit dollars and hours after the event to SPH PR & Marketing staff.

### **Notification of Award Sponsorship**

A message regarding our decision to grant or decline the donation request will be sent in a timely manner, based on the event date. Requests will be reviewed and evaluated on a quarterly basis. Notification regarding donation or sponsorship will be sent to the contact person for the organization on the following schedule:

Applications received between:	Will receive notification of sponsorship by:
March 1 – May 31	June 21
June 1 – August 31	September 21
September 1 – November 30	December 21
December 1– February 28	March 21

Funds will be awarded to recipients once St. Peter's Health receives the IRS W-9 form. External agencies and organizations requesting use of SPH property must show proof of liability insurance.

Please return the completed Community Event/Project Sponsorship Application form to:

Email: [JCederberg@sphealth.org](mailto:JCederberg@sphealth.org)

Fax: 406-444-2389

Mail: Public Relations & Marketing Department

St. Peter's Health

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