

## Sponsorship Guidelines

At UMC Health System our passion is the community's wellbeing. UMC is a growing health system, and we strive to share our vision with potential sponsorship seekers. We have developed this document to encourage the presentation of proposals that meet those needs.

Applications meeting the eligibility criteria will be considered for funding but there is no guarantee of funding until approved. A typical sponsorship does not exceed \$5,000. Sponsorships are a smaller portion of overall charitable giving.

### General

- We generally need a minimum of a 4-week lead time to effectively plan and support requests
- Logo and/or name exposure is considered a bonus but is not the primary goal of sponsorship
- We prefer to invest in sponsorships that carry out audience research during and/or after the event, including questions relating to our industry and provide results to UMC Health System

### Brand Positioning

Our goal is to partner with organizations and events that are a strong, natural match with at least one key aspect of our brand positioning:

- Aligning with our mission, vision and values
- Supports clinical service offerings
- High visibility in key markets
- High exposure of the investment dollars
- Measurable return on investment, either financial or as measured against other priorities using data provided by organization, etc.

Sponsorships must provide at least four of the following:

- A natural link with our brand positions (see above)
- Provision of exclusive and meaningful content for our website
- Provide opportunity for key customer hospitality
- Opportunities to host pre- or post-event parties
- Other event-related benefits that we can pass along to a large proportion of our customer base (both consumers and employees).
- Product placement (using one or more of our service lines in a meaningful way as a part of the event)
- Ticket discounts, premium ticket, or access to an exclusive ticket line for customers
- Ability for UMC Health System staff to anticipate in a meaningful way.

To be considered, proposals must include:

- Key details of the opportunity
- Overview of your marketing plan, including what is and is not confirmed
- List of sponsors who have committed to date
- Comprehensive list of benefits, including how you relate to us and our products/services

- Creative ideas as to how we can use this sponsorship and those benefits to connect with our target markets
- Timeline, including important deadlines
- Credentials of your company and key subcontractors (publicist, event producer, etc.)

#### Process for consideration

- All proposals are reviewed by UMC's Sponsorship Committee to assess suitability, feasibility and resources required (Personnel and Financial Support)

#### Support will NOT be extended to:

- Individuals, including those seeking scholarship or fellow assistance
- Religious or evangelical organizations, programs, or projects
- Organizations with a substantial purpose of influencing a political, legislative, or regulatory cause
- Fraternal, veteran or labor membership organization serving only the member of that organization
- Pass-through organizations
- Capital campaigns or campaigns seeking funding for construction of facilities or land acquisition unless there is a clearly identifiable connection to UMC's mission and vision.
- Little League teams, booster clubs, or other civic clubs or organizations
- Activities for organizations that do not support our community purpose

#### Submit proposal to:

KaWanna McCormick

Marketing Specialist

UMC Health System, Marketing

Direct Line: 806.775.8212

[Sponsorships@umchealthsystem.com](mailto:Sponsorships@umchealthsystem.com)