



Sponsorship Guidelines

Every year, Cook Children's Health Care System receives many requests for support from various community groups and organizations. It's our challenge to balance the measure of what we already contribute to our local community as a non-profit healthcare provider with our obligations as one of the area's largest employers. As such, we will do our best to match our limited discretionary funds with community health needs.

Cook Children's sponsors a select number of events that are strongly aligned with its promise to improve the health of every child in the region through the prevention and treatment of illness, disease and injury. Our strategic plan is the driving force of sponsorship decisions, and the opportunities that are ultimately funded must make a positive impact on the local communities that we serve, specifically support our promise and improve pediatric health.

Sponsorship is defined as direct financial or in-kind support for special events, and may include – though not limited to – nonprofit agency fundraisers (breakfasts, luncheons, dinners), speakers series/lectures, fun run/walks, health fairs, golf tournaments or other community activities). To facilitate the process, we ask that one sponsorship request be submitted per organization per fiscal year. We will not accept multiple sponsorships from the same organization; therefore we ask that you look at your sponsorship needs as a comprehensive request for sponsorship.

Criteria for Consideration

Consideration for sponsorships will be dependent on the following:

1. Fundraising events for organizations that have a close relationship with or support of one or more of Cook Children's Companies or clinical/specialty programs.
2. Sponsorships for national organizations must be centered on a local or regional event.
3. Must involve pediatric health and wellness that leads to community benefit, health improvement, or education.
4. Activities that promote public awareness preferably in the six-county area we serve and positively promote our health system's services.
5. Activities that promote pediatric health improvement initiatives in the areas we serve.
6. Schools, organizations, non-profit organizations and community partners that are in geographic proximity to our facilities.
7. The requesting organization and event must reflect positively on Cook Children's Health Care System and must provide appropriate visibility and value-added opportunities for Cook Children's such as logo placement, banners, Public Service Announcements, speaker opportunities, etc. Cook Children's reserves the right to approve all usage or placement of logos and banners. A wrap up report showing photos, samples of programs, t-shirts, and any other items agreed upon in the sponsorship contract must be included upon conclusion of the sponsorship year.

Funds will **not** be granted for:

- Organizations whose mission, philosophy or business practice does not align with our Promise
- Political/partisan organizations
- Labor organizations
- General Operating Expenses
- Faith organizations
- Individual PTA organizations

Application and Selection Process

Requests for sponsorship must be submitted in writing via this approved form. As our fiscal year runs from October 1 to September 30, we are asking that applications be received **no less than 60 days before** your event. All decisions made are final. This process is in place to ensure that all applications are evaluated equally, that approved sponsorships fulfill our strategic objectives and are aligned with our promise.