



# CENTRA

## SPONSORSHIP CRITERIA

Centra is proud to be a part of the central and southside Virginia communities. As an involved community partner, Centra receives numerous requests from agencies and non-profit organizations seeking sponsorship funding for various events. Each request is reviewed and evaluated based on the criteria below and available funding.

### **Guidelines:**

- Requests for community sponsorship should be consistent with Centra's mission and vision
- The community organization and request should seek to address a community health and wellness
- All requests should include the following:
  - Details of the event or program to be funded
  - How the event or program addresses a community health and wellness
  - Amount of request (include all levels of sponsorship available)
  - Plans for recognizing funding organizations according to the sponsor levels included (value for dollars spent, audience/reach, exclusivity, onsite involvement, promotion and use of name/logo)
- As a matter of policy, Centra typically does not support the following:
  - League sports
  - Golf tournaments
  - Alcohol, tobacco and/or gambling themed events and fundraisers
  - Individuals, including patient assistance funds
  - Individual scholarships
  - Individual school events and school fundraisers
  - Arts programs and performances without specific connection to wellness
  - Political programs or events
  - Activities that exclusively benefit the members of sectarian or religious organizations
  - Organizations that discriminate by race, color, creed, gender or national origin
  - Biomedical or clinical research
  - Direct support to endowments
  - Funding that supplants existing sources of support
  - Capital fund drives
  - Centra programs
  - Programs that already have funding from Centra through other means
- Internal requestors agree to serve as the main executor of requested sponsorship and events. This includes any:
  - Needed or awarded participation (attending events, ensure all given tickets are used, ect.)
  - Volunteer recruitment and coordination
  - In-kind donations, to be supplied through the Centra Brand Store