

Sutter Health Valley Area Sponsorship Application Guide



Investing in Community

At Sutter Health, we are honored to partner with our community.

- Our physicians partner daily with their patients to offer personalized, quality care to reach optimal health.
- Outside our facility walls, our External Affairs team partners with vital stakeholders, to implement strategies and invest in initiatives that will bring upon the greatest community health improvements.
- **We continue our efforts to partner with our community, by sponsoring initiatives, programs, and events that will ultimately lead to improvement in overall community health.**

Sutter Health Valley Area Landscape



Sutter Health Valley Area

Reaches:

12 Counties

9 Hospitals

2 Medical Foundations

1 Sponsorship Process

The Comprehensive Outcome



Sutter Health Valley Area's Community Investments and Sponsorships are supported by a comprehensive and well-designed government and community relations strategy.

Partnering for Better Health

Through thoughtful partnerships, Sutter Health aims to sustain vital services, reduce disparities in vulnerable populations, and increase resources in communities.

Our community sponsorships give us the opportunity to expand our mission of enhancing the well-being of people in the communities we serve.

By offering sponsorship awards, we support the great work that community-based organizations provide everyday.

Sponsorships vs. Community Benefit Investments

Before you begin the application process, it is important to know the difference between our Sponsorship and Community Benefit investments.

Please read these definitions carefully, in order to confirm your application is being submitted to the proper team.

Community Benefit Investments, Defined

Defining our **Community Benefit** Investments:

Each year, Sutter Health gives millions of dollars in support and services to the areas we serve.

We provide care for those who cannot afford it, fund education and research that will improve lives, and contribute to programs and organizations that provide health-related services for those in need. These include mobile clinics, transportation services, and prevention and wellness programs. We endeavor to be a good neighbor so that everyone has the opportunity to live a full and healthy life.

Every three years, Sutter Health undertakes an extensive assessment to determine the community's most pressing needs through the Community Health Needs Assessment. We work in collaboration with other healthcare providers, public health departments and a variety of community organizations who have similar goals. The results of our Community Health Needs Assessments determine how our Community Benefit funding will be utilized.

Sponsorships, Defined

Defining our **Sponsorships**:

Sutter Health focuses on supporting initiatives, programs, and events that maximize community health improvement efforts.

We are keenly interested in investing in comprehensive strategies that improve the health and well-being of people living in the communities we serve.

When sponsoring, we look for:

- Organizations that engage a broad constituency of support, for example: elected officials, community leaders, foundations, and small business
- Events that celebrate successful health-related programs with proven impact
- Events that provide visibility to Sutter Health representatives, either with a presence at the event, or an opportunity to highlight Sutter's support of the organization.

Past Sponsorship Recipients

Here are some of our 2019 sponsorship recipients:

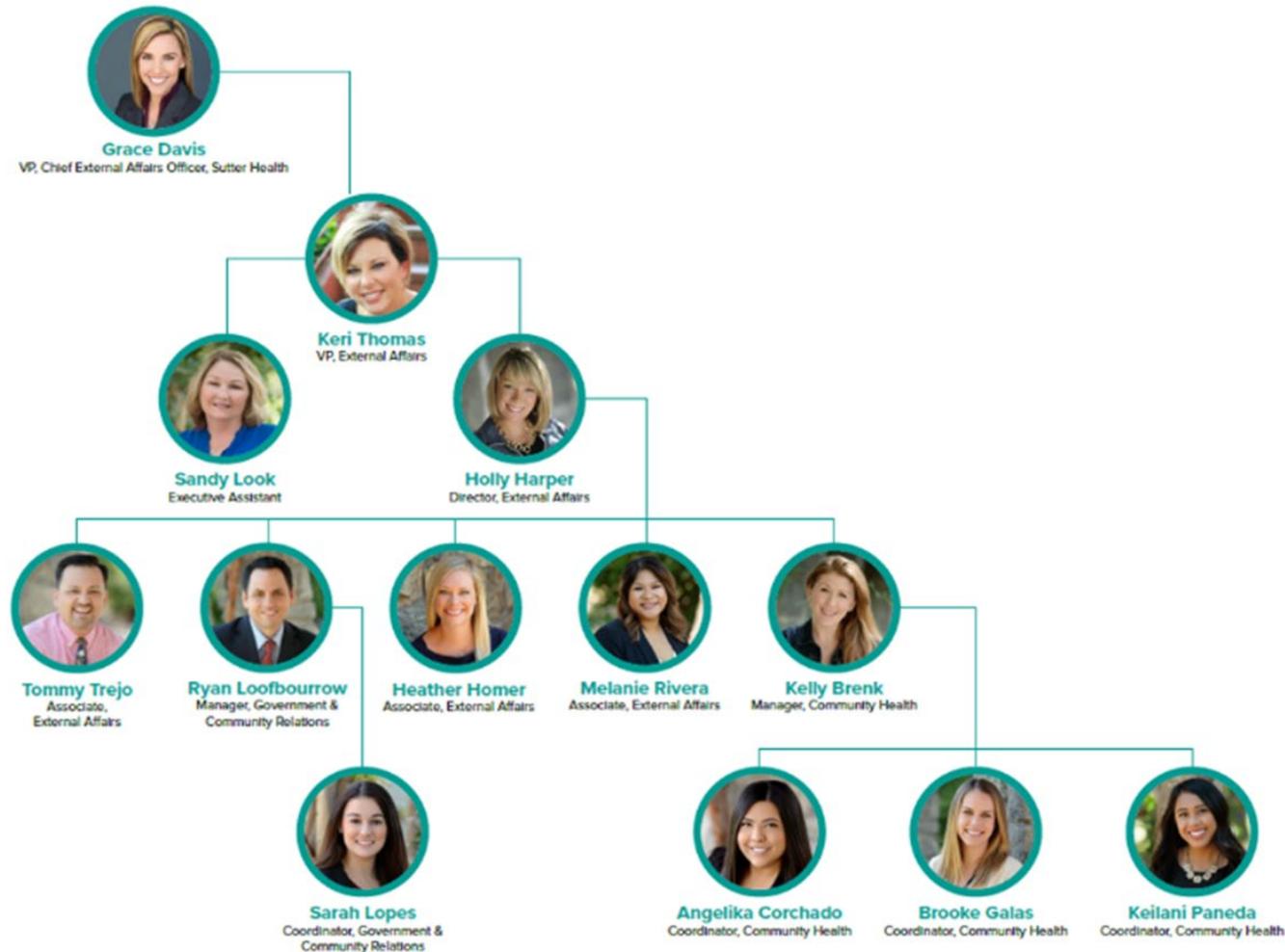
- Local Chambers of Commerce
- Local Relay's for Life
- "Walk A Mile In her Shoes" for Placer County
- Local State of The City, State of the County
- Boys and Girls Clubs of Greater Sacramento
- Habitat for Humanity
- Yolo County Children's Alliance
- Yolo Food Bank
- Miracle league of Stanislaus County
- Amador Rides
- "Dream It, Be It" Conference for Girls, Soroptomist International of Los Banos
- Merced County Spring Fair
- Meals on Wheels Solano County
- Food Bank of Contra Costa and Solano
- Walk MS, National Multiple Sclerosis Society
- Operation Care, Amador County
- Public Health Day, The Child Abuse Prevention Council of San Joaquin County

**If you are submitting an application for Sponsorship funding,
please continue on with this presentation.**

**If you are submitting an application for a Community Benefit
investment, please direct your application to our Community
Benefit Investment application.**

Sponsorship Application Review

1. Our sponsorships are managed, and primarily reviewed, by our Community and Government Relations team.
2. The application is then reviewed and approved by the External Affairs Director and VP.



Frequently Asked Questions (FAQ)

What format do I submit my sponsorship application in?

Online only via the application link provided here: _____.

How do I apply if my organization has multiple events/programs over the year? Do I submit just one application overall, or one application per event?

Please complete one application for all events/programs.

However, you must request specified dollar amounts for each event.

If my event/organization has multiple sponsorship levels, should I include all options in the proposal?

Yes, but please be sure to still request a specific dollar amount.

How do I report measurable outcomes for my event(s)?

After your event has concluded, measurable outcomes are collected via an electronic survey provided during the announcement of your award. Please note that failure to report outcomes may jeopardize future funding opportunities.

Thank You

Thank you for all of your efforts in applying,
and for the work you do in your community everyday.

We look forward to reviewing your sponsorship request.

Contact

For any further questions, please contact:

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