

**TRINITY MUSCATINE  
MUSCATINE, IOWA 52761**

**SUBJECT: Sponsorship/Donations Guidelines and Criteria**

<b>Author: Public Relations Coordinator</b>  <b>Effective Date: August 2010</b> <b>Supersedes: NEW</b>	<b>SIGNATURES</b> <hr/> <hr/> <hr/> <b>Holly Thomas, Public Relations Coordinator</b> <hr/> <b>Jane Caes, Vice President, Community Health</b> <hr/> <b>Jim Hayes, President and CEO</b>
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**I. SYSTEM**

**A. PURPOSE**

To establish guidelines and criteria for sponsorships and donations.

**B. RESPONSIBILITY**

1. It is the responsibility of the Sponsorship/Donations Committee to review the appropriateness of sponsoring/donating to requestor. It is the responsibility of the requestor to submit request for sponsorship and/or donations to the Public Relations Coordinator no less than 60 days prior to event.
2. Public Relations Coordinator will present request to Sponsorship/Donation committee for review.
3. It is the responsibility of the Sponsorship/Donation Committee to:
  - Implement this Sponsorship/Donation Guidelines and Criteria policy.
  - Review requests twice monthly.
  - Review each request to determine if request meets requirements of guidelines.
  - If request meets criteria, determine the appropriate amount of sponsorship level and or donations.
  - Notify requestor within 30 days of decision.
  - Disseminate information to Trinity Muscatine staff about sponsorship and/or donations for participation and volunteers.
  - Provide information to UCARE committee for event planning (if required) and volunteer sign up.
  - Forward information for publication in T.M.I. – Trinity Muscatine Insider.

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C. Sponsorship/Donation Guidelines and Criteria

1. Sponsorship is defined as:

- **sponsor** - assume sponsorship of event - assume responsibility for or leadership of; "The senator announced that he would sponsor the health care plan."
- **sponsor - patron**: someone who supports or champions something.
- **sponsor - patronize**: do one's shopping at; do business with; be a customer or client of.
- **sponsor - presenter**: an advocate who presents a person (as for an award or a degree or an introduction etc.)  
[wordnetweb.princeton.edu/perl/webwn](http://wordnetweb.princeton.edu/perl/webwn)

2. Guidelines:

- The event/sponsorship must be compatible with Trinity's mission and values.
- **Trinity will consider one sponsorship per organization/group per year.**
- The Trinity logo must appear on all printed materials, advertisements, Web site, etc. Trinity Muscatine Public Relations Department must approve use of the Trinity logo.
- All requests must be in writing.
- Required information must be provided.
- **Requests for cash sponsorships must be received by July 1 for the next calendar year.**
- Requests for Trinity items must be submitted at least four weeks in advance of need.
- The organizing agency/group must have an outstanding reputation within the local community and beyond.
- The event must reflect positively on the Trinity Muscatine through our involvement.
- The financial investments and/or level of involvement requested must fit with budgetary and resource constraints.

3. Limitations:

- Generally, corporate contributions do not exceed \$2,000.
- Trinity does not continually fund any organization or event.
- Trinity generally does not make multi-year contributions.
- Solicitations *may* be allowed if the soliciting organization and its activities comply with IHS solicitation policy. Please contact Human Resources or Public Relations for more information.

4. Exclusions. Trinity will not provide sponsorship support for:

- Beauty contests.
- Capital campaigns.
- Individuals.
- Fundraising events if more than 20 percent of funds raised are directed toward administrative, operating or fundraising expenses.
- Labor or fraternal groups.
- Political campaigns, candidates, parties or partisan activities.
- Programs outside Iowa or Illinois.

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- Sectarian, denominational or religious organizations for support of theological functions
- Scholarships, fellowships or internships
- Trinity will not explicitly endorse a business'/company's product or service.

**II. DEPARTMENTAL-NA**

**III. FACILITY -NA**

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