
SPONSORSHIP REQUEST GUIDELINES

Every year, WVU Medicine, Berkeley Medical Center, Jefferson Medical Center and the WVU Hospitals East Foundation receive many requests for support from various community groups and organizations.

In working to fulfill our mission, Berkeley Medical Center, Jefferson Medical Center, WVU Medicine providers and clinics plus the WVU Hospitals East Foundation make sizable contributions to the communities we serve. This is experienced through the medical care and treatment provided to each patient as well as community members who participate in or experience our outreach programs, community education programs, health fairs, screenings for the public, public information programs, and additional programs and activities that provide significant intangible benefits to the communities we serve.

As the budget for contributions and/or sponsorship support from WVU Medicine is limited, we will do our best to review and match funding support to causes, organizations and local programs that align with our mission to support the health and wellness, education and safety of our community.

Please review the following policy and criteria to understand all request for support considerations and approval processes. While we will consider most requests, our priorities are **health and wellness, education and community development**.

CONSIDERATION FOR SUPPORT

Sponsorship considerations will be given to the following (but not limited to):

- Community service/development organizations, specifically activities or projects that support the mission of improving the health and well-being of our community.
- Community events such as walks, runs, auctions, golf outings, fundraising dinners, etc.
- Logo items/giveaways
- School and/ or neighborhood fundraisers that contain and promote healthy living.
 - Ex. Sponsorship of school's athletic department compared to individual sports teams or players.
- Support for the purchase of life-saving medical equipment in commercial use settings.
- Activities that address key population health improvement initiatives in our service areas.

Additional Criteria

1. WVU Medicine Berkeley and Jefferson Medical Centers and the WVU Hospitals East Foundation **will not be able to fund** religious, fraternal, political, labor organizations; individuals or individual endeavors.
2. Requests must provide direct health-related or community benefit.
3. Annual, automatic contributions **will not be granted**. Requests but be submitted annually.
4. Requests for WVU Medicine personnel to volunteer their time for a community health-based event or activity will be considered.

REQUEST SUBMISSION POLICY

Requests must be submitted through email or mail. Phone requests will not be taken into consideration until they are proceeded by a written request.

EMAIL: VP of Marketing and Development Teresa McCabe: tmccabe@wvumedicine.org
WVU Hospitals East Foundation, Deborah Crites: deborah.crites@wvumedicine.org.

MAIL: Written requests can be submitted by mail to WVU Medicine at:
121 Administrative Drive, Suite 200, Martinsburg, WV 25404

Each request should include the following details:

- Name of the charitable organization
- Designated contact person
- Brief description of the organization's charitable or community-based activities
- Purpose for which a contribution is sought
- Beneficiary of the contribution
- Total amount of the requested contribution
- Brief statement as to why it would be appropriate for WVU Medicine to contribute its resources to this particular event, charity or cause.

REVIEW & APPROVALS

The VP of Marketing and Development shall perform the initial review of all such requests. In accordance with WVU Medicine East's annual charitable contribution budget, the VP shall have authority to approve, disprove, or modify all such requests that involve an annual monetary commitment up to \$25,000. Annual contributions in excess of \$25,000 require the approval of the Hospital and/or Foundation Board and approval of the President and CEO.

Once a request has been approved, the organization seeking support will be contacted to confirm payment and WVU Medicine recognition details if applicable.

For questions regarding sponsorship guidelines, please contact WVU Medicine Marketing and Development at 304-264-1223.