



Lancaster Osteopathic Health Foundation

Sponsorship Guidelines

The Lancaster Osteopathic Health Foundation (LOHF) Board of Directors approved an annual sponsorship budget of \$15,000 on April 11, 2013. The purpose of sponsorships is to promote LOHF through educational events, outreach, and support in collaboration with community partners. The Marketing & Communications Committee reviews event sponsorship requests to determine whether and to what extent LOHF should sponsor an event. When considering event sponsorship requests, the Committee reviews the following:

1. Is there an opportunity for LOHF to partner with this organization in some collaborative capacity beyond the specific event sponsorship?
2. Does the sponsorship help to fulfill the LOHF mission to *improve public health and well-being in Lancaster County by focusing on two intersecting goals: strengthening the capacity of the health care professional community, and improving children's behavioral health services?*
3. What is the public view of the potential community partner, and is that view consistent with a message that LOHF aspires to achieve?
4. How much exposure will this event bring to LOHF (i.e. estimated audience), and what kind of exposure is anticipated?
5. Is this particular sponsorship a good return on investment? For example, what is the ratio of dollars requested to estimated audience size, or are there other factors to consider?
6. Who is the intended audience and what is the event's intended purpose?
7. Is there an opportunity for LOHF to provide input or be involved in the event planning, messaging, or other type of participation?