



Greater Columbia Accountable Community of Health (GCACH)

SUBJECT: Sponsorship Request Policy

Policy #: 2018-006

Version Date: September 19, 2019

PURPOSE:

Greater Columbia Accountable Community of Health (GCACH) seeks to support local Events that align with and benefit GCACH's strategic initiatives by offering financial assistance through a Sponsorship program.

The Sponsorship Request Policy defines who can request and the process to apply for a Sponsorship from GCACH. This policy also outlines GCACH's criteria and decision-making process for Sponsorship.

DEFINITIONS:

"Applicant": Organization submitting a request for money from the Sponsor.

"GCACH Project Areas":

2A: Bi-Directional Integration of Physical & Behavioral Health: The focus is to address physical and behavioral health needs through an integrated network. Integration can also involve pharmacy, dental, behavioral and care managers. People with physical, mental, and social issues need care that is integrated, coordinated, and seamless. Greater Columbia is currently working with 57 primary care and behavioral health clinics to implement integrated models of care and will be adding additional providers during the Medicaid Transformation Project.

2C: Transitional Care: Improve transitional care services to reduce avoidable hospital utilization and ensure beneficiaries are getting the right care in the right place. The focus is to reduce avoidable admissions/readmissions to intensive care settings such as hospitals, psychiatric hospitals, skilled nursing facilities and prisons or jails. The goal of transitional care is getting the right care, at the right time, and the right place. GCACH is also working with EMS and palliative care providers to incorporate these services into the PCMH model.

3A: Addressing the Opioid Public Health Crisis: The focus is to reduce opioid related morbidity and mortality through prevention, treatment and recovery supports. GCACH is establishing Opioid Resource Networks across the region to provide a "Hub and Spoke" approach to treatment. Hubs are care management & opioid treatment programs, with expanded services and strong connections to area Spokes (e.g. social services).

3D: Chronic Disease Prevention & Control: Integrate health system and community approaches to improve chronic disease management and control the focus is implementation of the Chronic Care Model, a cornerstone of PCMH, with the goal being planned prevention and treatment strategies for individuals with chronic illnesses. This project incorporates health information technology such as disease registries and risk stratification to manage populations. It also seeks to incorporate Community Paramedicine that leverages the skills of paramedics and EMS systems to address care gaps, especially in rural areas.

“GCACH”: Greater Columbia Accountable Community of Health, the Sponsor.

“Geographical Equity”: Sponsorship funding distributed proportionately across GCACH counties.

“Event”: A single occurrence of a planned public or social occasion that holds significant importance and a specified purpose with an identified outcome.

“Post-Evaluation Report”: Recipients of the Sponsorship are to submit a report to Lauren Johnson (ljohnson@gcach.org) no later than sixty (60) days after the completion of the Event. Reports should include the following:

- Final number of attendees or an estimate for the Event(s)
- Actual expenditures for the Event(s)
- Narrative focused on goals (met/unmet) and lessons learned from the Event(s)
- Attestation verifying funds received from GCACH were used for the intended purpose as stated in the Sponsorship Application

“Sponsorship(s)”: Money offered by GCACH with the clear expectation that an obligation is created. The recipient is obliged to publicly recognize GCACH at the Event. The Sponsorship is achieved by completing the Sponsorship Request Application included in this Policy and following the Post-Evaluation Report criteria.

POLICY:

GCACH may grant Sponsorships for eligible Events that meet the established criteria and complete the application process.

ELIGIBLE APPLICANTS:

Organizations that are not currently receiving any Medicaid Demonstration dollars from GCACH are welcome to apply. Applications should meet all guidelines outlined within this policy, to include; submitting applications within a timely manner, submitting applications completed in their entirety, ensuring the amount requested is within the Monetary Guidelines; and ensuring requests are for an eligible Event. Sponsorship Application Requests should be a singular request for a single Event.

ELIGIBLE EVENTS:

Events must relate to GCACH services and support Project Areas being undertaken by GCACH. When requesting Sponsorship, Applicant must clearly outline how there is a relationship between the Event and the GCACH Project Area(s). The Event must also provide signage or marketing material that clearly displays GCACH approved branding. The marketing material(s) must be available and capable of being seen by all attendees.

INELIGIBLE EVENTS:

GCACH is unable to support the following types of Events because they do not meet the criteria we have set for our organization’s Sponsorship program. However, there may be other options available for obtaining support for these activities.

- Requests that benefit an individual person or family.

- Religious activities, in whole or in part, for the purpose of furthering religious doctrine.
- Door prizes or raffles.
- School-affiliated orchestras, bands, choirs, drama groups, yearbooks or class parties.
- Local youth sports organizations, such as Little League and high school.
- Travel expenses.
- Political groups and/or organizations.

MONETARY GUIDELINES:

Sponsorship requests should not be less than \$500 and should not exceed \$5,000. In an effort to maintain equality among Applicants, GCACH may not fund the full requested amount. Sponsorship requests may not fund an Event in its entirety. GCACH wants to recognize the importance of Events in the region and support the communities to the organization’s fullest efforts; therefore, Sponsorship requests should only fund a portion of the Event. Sponsorship funding is available based on Geographic Equity to GCACH’s servicing counties and funding is split up into four quarters throughout the calendar year. Should funding not be fully expensed during a quarter, the funding will roll-over to the following quarter. This pattern should continue during any quarter time frame that funding remains.

Sponsorship applications should not request funding for a series of or multiple Events. If selected for Sponsorship, funding should be utilized for the single Event requested on the application. Funding shall not be utilized on any future Events and must be applied in full on the requested Event on the application. Sponsorship funding from GCACH on a single Sponsorship application request does not guarantee funding or approval for future Events.

If the Event is cancelled for a reason outside of the control of the Applicant any unspent funds dispersed by GCACH will be returned to the Sponsor.

NON-ALLOWABLE COSTS:

GCACH Sponsorship money for an Event shall not be used to pay for alcoholic beverages or administrative overhead.

APPLICATION PROCESS:

Proposals will be reviewed on a quarterly basis based on a calendar year. The quarters will be broken out into the following months: QTR 1 (Jan-Mar), QTR 2 (Apr-Jun), QTR 3 (Jul-Sep), QTR 4 (Oct-Dec). Application should be submitted, at minimum, a quarter in advance of the actual Event date to allow GCACH ample time to review plan participation/budgeting appropriately. If there is a need for additional information, GCACH will contact the organization directly. Funds are to be distributed between thirty and sixty days from the date of which the application was received.

A Sponsorship Request Application must be complete (see attached form) and submitted to:

Greater Columbia Accountable Community of Health
Attn: Lauren Johnson
720 W. Court St. STE #4
Pasco, WA 99301

Or electronically by email to: Ljohnson@gcach.org

Proposals should include the following:

- Description and history of the Event the Applicant wants GCACH to sponsor. This description should include an explanation of how it relates to, at minimum, one (1) of GCACH's Project Areas.
- Explanation of why GCACH should sponsor this Event including Sponsorship benefits to GCACH.
- Current relationship with GCACH and current and past commitments established with GCACH.
- Audience Demographics for Event.
- Sponsorship levels available (e.g., exclusive, presenting, etc.), including other major partners, if applicable.
- Sponsorship levels and costs associated with each level.
- Post-Event evaluation process.
- Existing sponsors.
- Long-term impact of the Event
- Proposed budget for the Event

EVALUATION CRITERIA:

Sponsorship applications are evaluated against eight (8) criteria. The criteria were developed to ensure that Sponsorships will mutually benefit GCACH.

Proposals are evaluated for:

1. Sponsorship benefits to GCACH.
2. Organizations located in the Greater Columbia Region will receive precedence for Sponsorship over those located outside the region.
3. Opportunity to reach targeted audiences and build relationships.
4. Opportunity to create long-term value.
5. Positive exposure consistent with the GCACH brand.
6. Ability to create cross-promotional initiatives.
7. Potential for long-term, sustainable partnerships and/or relationships, that allows GCACH to connect to its target consumers and market its services.
8. GCACH wishes to create Geographic Equity by sponsoring Events across all counties being served. Funding is split up into four quarters to better analyze the funding diversity. Proposals should be submitted as early as possible to increase chances of Sponsorship. If Geographic Equity is not able to be achieved due to lack of applicants across GCACH counties being served, multiple Sponsorships could be granted to the same county.

DocuSigned by:

Rhonda Hauff

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Rhonda Hauff, Board of Directors President
Greater Columbia Accountable Community of Health

9/20/2019

Date