



Greater Columbia Accountable Community of Health (GCACH)

SUBJECT: Sponsorship Request Policy

Policy #: 2018-006

Version Date: December 27, 2018

PURPOSE:

Greater Columbia Accountable Community of Health (GCACH) seeks to support local events that align and benefit GCACH's strategic initiatives.

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:

2A: Bi-Directional Integration of Physical & Behavioral Health: The focus is to address physical and behavioral health needs through an integrated network, better coordination and seamless access. Target group – Medicaid clients with or at risk for mental illness and substance-use disorder.

2C: Transitional Care: The focus is to reduce avoidable admissions/readmissions to intensive care settings such as hospitals, psychiatric hospitals, skilled nursing facilities and prisons or jails. Target group – Medicaid clients including older adults discharged from hospital or sub-acute care facility, clients with severe mental illness discharged from inpatient care, and clients returning to the community from prison or jail.

3A: Addressing the Opioid Public Health Crisis: The focus is to reduce opioid related morbidity and mortality through prevention, treatment and recover supports. Target group – Medicaid clients, more particularly youth with dependence on prescription opioid and/or heroin.

3D: Chronic Disease Prevention & Control: The focus is prevention and treatment for chronic disease in relation to individuals with diabetes and obesity. Target group – Medicaid clients with greater than or equal to three years of Chronic Conditions and Absence of PCP visits, greater than or equal to two (non-OB) admissions in the last year with priority if one in the last six months, greater than or equal to 6 ED visits in the last year, and greater than or equal to 5 prescription medications.

GCACH: Greater Columbia Accountable Community of Health

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.

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 Greater Columbia Accountable Community of Health 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 [See Application Process or Definitions section for project areas]. Relationship of activity requesting sponsorship must clearly outline how there is a relationship and mention which project area it relates to. Please see "Event" definition outlined in this policy above under "Definitions". The event must also provide signage or marketing material that clearly displays GCACH branding. The marketing material 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 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.

AMOUNT:

Sponsorship requests should not be less than \$500 and should not exceed \$5,000. 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 requests 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.

TIMING:

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). The open application window will occur the first month of every new quarter. GCACH will review and respond in a timely manner to the requesting organization during the remainder of the window. Application should be submitted, at minimum, a whole quarter in advance of the actual event date to allow GCACH ample time to review, make their decision and plan participation/budgeting appropriately. [i.e. If you event occurs in June (QTR 2), application should be submitted in Jan (QTR 1).] If there is a need for additional information, GCACH will contact the organization directly. Please see below table 1 outlining due dates and funding distribution dates.

Quarters	Application Window Opens	Application Window Closes	Fund Distribution
Q1 (Jan-Mar)	January 1, 2019	January 31, 2019	April 1-5, 2019
Q2 (Apr-Jun)	April 1, 2019	April 30, 2019	July 1-5, 2019
Q3 (Jul-Sep)	July 1, 2019	July 31, 2019	October 1-4, 2019
Q4 (Oct-Dec)	October 1, 2019	October 31, 2019	January 1-3, 2020

Table 1

APPLICATION PROCESS:

A Sponsorship Application Request 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 of GCACH's project areas. [See Definitions]
 - 2A: Bi-Directional Integration of Physical & Behavioral Health
 - 2C: Transitional Care
 - 3A: Addressing the Opioid Public Health Crisis
 - 3D: Chronic Disease Prevention & Control
- Explanation of why GCACH should sponsor to this event including sponsorship benefits to GCACH.
- Current relationship with GCACH and current and past commitments established with GCACH
- Audience Demographics for event or program.

- Sponsorship levels available (e.g., exclusive, presenting, etc.), including a list of title or 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

Prior to submitting any proposals, the sponsorship evaluation criteria listed below should be considered:

EVALUATION CRITERIA:

Sponsorship applications are evaluated against seven criteria. The criteria was developed to ensure that sponsorships will mutually benefit GCACH and the partnering organization.

Proposals are evaluated for:

1. Sponsorship benefits to GCACH
2. Regional scope
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. Geographic Equity (See Definitions). GCACH wishes to sponsor across all counties being served equally. Funding is split up into four quarters to better analyze the funding diversity. Once proposals have been approved, funding for that geographic area shall be depleted. Funding will not be withheld at any specified rate. Proposals should be submitted as early as possible to increase chances of sponsorship.

DocuSigned by:

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

1/7/2019

Date