

Sponsorship Program Guidelines

BayCare is proud to support sponsorship opportunities that advance our mission, strengthen our communities, and provide meaningful value. As a community-owned, not-for-profit academic health system, BayCare approaches sponsorships with thoughtful stewardship to ensure alignment with our mission, strategic priorities, and community impact.

The BayCare Sponsorship Program is designed to ensure sponsorship investments:

- Align with BayCare's mission and strategic objectives
- Deliver measurable community, marketing, or reputational value
- Comply with regulatory, financial, and governance requirements

The Sponsorship Program Guidelines outline the eligibility criteria, sponsorship categories, and limitations that govern sponsorship consideration.

Sponsorship Eligibility Criteria

All sponsorship requests must meet each of the following criteria to be considered:

1. **Mission Alignment**

The sponsorship must align with BayCare's mission as a community-owned, not-for-profit academic health system and support the health and well-being of our communities.

2. **Local Community Impact**

Sponsorship funds must remain within and directly benefit BayCare's service areas, defined as Hillsborough, Manatee, Pasco, Pinellas, and/or Polk counties. Applicants must clearly describe how and where the funds will be used locally.

3. **Proof of Performance**

The requesting organization must be able to provide a post-sponsorship proof of performance report demonstrating outcomes, community impact, and fulfillment of agreed upon deliverables.

4. **Application Timing**

Sponsorship requests should be submitted at least three (3) months prior to the date funds are needed or the event date to allow sufficient time for internal review, coordination, and planning.



Eligible Sponsorship Categories

All requests must clearly align with one primary sponsorship category outlined below.

Community

Initiatives aligned with BayCare's Community Health Needs Assessment (CHNA) priorities that deliver measurable community benefit through qualified nonprofit partners.

Marketing

Strategic opportunities that support BayCare brand awareness, services, or growth priorities and deliver measurable marketing or engagement value.

Reputation

Partnerships that enhance BayCare's reputation through association with trusted, highly regarded organizations that share our values.

Sponsorship Application Process

Applicants are required to complete the application in full and provide all requested information to support review and evaluation. Incomplete submissions may delay consideration or result in a request being declined.

How to Apply

Submit sponsorship requests using the online form: [BayCare Sponsorship Application](#)

Supporting Documentation

Applicants must provide supporting materials, which may include:

- Event or program overview
- Sponsorship benefits and deliverables
- Audience demographics and estimated reach
- Proof of nonprofit status (if applicable)
- Proposed sponsorship level details

Supporting documentation should be emailed to Sponsorships@baycare.org.

Review and Notification

All requests are reviewed in accordance with these guidelines and organizational priorities. Applicants will be notified of the outcome following internal review. Approved sponsorships may require execution of agreements and completion of post-sponsorship reporting.

BayCare's media partner, Wenstrom Communications, may initiate contact to assess the media value of the proposed sponsorship package.



Submission of an application does **not** guarantee approval. BayCare reserves the right to decline any request that does not align with organizational priorities, funding availability, or governance requirements.

Ineligible Sponsorship Requests

The following requests do not meet the criteria for BayCare's Sponsorship Program and will not be considered:

- Programmatic or operational grants
- Requests that benefit an individual, family, school, or other narrow audience
- Sponsorships that function as general donations
- Memorials or endowments
- Political candidates, activities, or organizations
- Travel expenses or general operating expenses
- Any request that does not align with the eligibility criteria or sponsorship categories outlined above