

**California Department of Public Health
Office of Oral Health**



Sponsorship Requirements

Definition of Sponsorship

Sponsorship for public health programs can be leveraged to support or enhance activities that aren't fully covered by the program budget. Sponsorship is a payment (cash or in-kind fee) by an organization or business to a nonprofit to further the nonprofit's mission, that is generally recognized by the nonprofit with an acknowledgment the business has supported the nonprofit's activities, programs, or special event. It is undertaken for the purpose of achieving commercial objectives and is not philanthropy. It promotes a company (your project) in association with the sponsor (property, event, or organization). Sponsorship is one of the four arms of marketing (advertising, sales promotion, public relations, and sponsorship). A sponsorship can also provide you with opportunities such as (but not limited to) access to a live audience, increased awareness of a program or health topic, and opportunities to survey audiences about oral health and disease prevention.

Sponsorship with respect to the Local Oral Health Program (LOHP) will promote the California Office of Oral Health (OOH) mission to improve the oral health of all Californians by reaching an audience attending specific events or venues in the community. The purpose of a sponsorship is to increase disease prevention, raise awareness through messaging, supporting continuing education (CE) for providers or providing education, and organized community efforts.

California Department of Public Health
Office of Oral Health



Sponsorship Requirements

Seeking sponsorship can be useful when there is an absence of visible, consistent, effective messaging that motivates and activates a community or specific populations key stakeholders to take action to improve oral health. The sponsorship dollars may be used as an incentive at community events and/or venues to assist in advancing policies to implement and support evidence-based practices or for behavior modification.

It is likely that a lot of groundwork and relationship building between advocates in the community and an event or venue will need to be accomplished to have a successful outcome.

Sponsorship Criteria

The following are criteria for OOH supported sponsorships. Documentation that these criteria were met must be included with progress reports. Documentation may include copies of advertising, photos of signage, anything that shows what was received in exchange for the sponsorship. Sponsorships are subject to the review and approval of OOH and may be denied if deemed to be an inappropriate use of taxpayer monies. LOHPs must obtain **PRIOR APPROVAL from OOH** prior to moving forward with the sponsorship. Please use the items listed below as a guideline for sponsorships at the local level.

1. The project may consider sponsoring types of events (i.e. cultural events, community festivals, county fairs, special exhibits) in your community where oral health can be promoted.



Sponsorship Requirements

2. Your project should receive something tangible in exchange for being the sponsor. The larger the financial commitment, the larger the value the sponsor should receive, which may include large signage at the event, advertising in the event program or materials, booth space, radio or television publicity, public announcements at the event and/or cross promotions with other sponsors.
3. Grant funds are not to be viewed as long-term financial support to any one individual, team, group, event, or organization. Therefore, a sponsorship is limited to two (2) years unless it is otherwise justified and receives prior approval by the Grant Manager assigned to the LOHP.
4. Sponsorships are typically for \$1,000 - \$2,000. An exemption may be requested from OOH if there are special circumstances – these will be decided on a case by case basis.
5. Any individual performer, team, group, event, organization, or venue sponsored with OOH funds must prominently display a large sign or banner that promotes the program's mission AND the name of the sponsor (i.e., the project or organization's name). The LOHP may not sponsor an event or venue that is currently receiving OOH sponsorship.
6. Publicity promoting the individual performer, team, group, public health fair, organization, or venue is to include key oral health messages AND the name of the sponsor (i.e., the project or organization's name).
7. Sponsorships must be outlined in the Scope of Work and budgeted in a separate line item labeled "Sponsorships."

Accepting Sponsorship

Your program may also want to leverage support from organizations and businesses to sponsor oral health events designed to reach vulnerable and disadvantaged populations, especially those targeted by tobacco, alcohol, and sugar industries.

**California Department of Public Health
Office of Oral Health**



Sponsorship Requirements

Accepting sponsorships from organizations or other business entities, is a way to gain support for the program mission and activities, and its sponsors get recognition.

Please consider the following when accepting sponsorships.

- A written gift acceptance policy can help manage the expectations of donors, (while treating them with respect) and serve as guidance for board and staff members. Please follow your LHJs or agency gift acceptance policy.
- Per IRS rules, nonprofits can acknowledge sponsors by mentioning or displaying the following: company name, company logo, product lines and contact information (address, phone number, web address). Nonprofits are also permitted to mention slogans and value-neutral descriptions of a sponsor's goods or services in acknowledging their support. In addition, nonprofits can display or distribute a sponsor's products to the general public at the sponsored activity or event.

Checklist for Evaluating the Likelihood of a Sponsorship Match

(Adapted from International Events Group, IEG Inc.)

Use this checklist as a guide to evaluate events or venues that you should approach in your community with sponsorship monies, or when being approached by events or organizations seeking sponsorships. This is merely a guide to help you think about what should be included in your sponsorship agreement – not every box needs to be checked, but you should think about each of the issues listed. The more boxes checked, the more likely the sponsorship match will be approved by OOH.

Image Compatibility

California Department of Public Health
Office of Oral Health



Sponsorship Requirements

- Does the event offer the imagery and/or lifestyle that my program is trying to establish and with which we want to be associated? (i.e., good dietary choices, including no soda or sugar sweetened beverages. No tobacco or alcohol use.)
- Are the other co-sponsoring companies those with whom my program wants to be associated?

Audience Composition/Reach

- Does the event or venue attract the audience that my program wants to reach (i.e., children 0-5, pregnant women, older adults)?
- Is this sponsorship opportunity in the geographic market that my program wants to impact (i.e. schools, rural communities, vulnerable populations, etc.)?
- Does the audience feel a strong sense of ownership or identification with the venue or event?
- What is the extended reach of the event or venue? Are there on-site spectators? Television viewers?

Ability to Leverage/Additional Promotional Opportunities

- Can my program conduct cross-promotions with appropriate co-sponsors?
- Does the opportunity occur during a time that we would like extra visibility in the community? (What other oral health conferences/meetings, public health fairs, farmers markets are happening in the community?)
- Is the promotional time frame of the sponsorship defined clearly, and will it meet program needs? (Year round? One season? One event?)

- Are there opportunities for display? (May we have an educational booth at the event?)

Media Coverage and Recognition

- Is the event appealing in a positive way to the media?
- Can the event draw broadcast and print coverage?
- Will my program be recognized in that coverage?
- Can the event attract a TV or radio broadcast?
- Will my program's signage show up on the TV broadcast or be mentioned on-air?



Sponsorship Requirements

Communicate Product Attributes

- Can my program's message be worn while participants compete, perform or work at public health fair events?
- Can my program's message be showcased as a key element of the event?

Efficiency

- Does the event or venue deliver to a wide audience?
- Is the relationship between the cost of sponsorship and the value received appropriate?
- Does the sponsorship's cost compare with that of similar properties?
- Is this the most cost-effective means to get the results I am looking for?

Measurability

- Does the event or venue conduct regular surveys or tracking studies that could be shared with my program and/or that might include questions developed around oral health sponsorship?
- Does the event or venue lend itself to measuring the reach and impact of the sponsorship you are offering? (Do they track audience demographics? Do they collect attendance data?)

Ability to Extend

- Does the sponsorship contain spin-off opportunities?
- Is the sponsorship something my program can build upon?

Ease of Administration

- Is the event well organized?
- Are event staff specific about what the sponsorship includes?
- Can the event/venue deliver what they have promised in exchange for the sponsorship? (Do I have a signed board policy or venue policy in hand?)
- Do I have staff to properly administer the sponsorship? (Will someone attend the event to make sure we get what was agreed to and document this for the progress report? Will there be staff to conduct surveys at the event if needed? Do we need staff for an information booth?)

California Department of Public Health
Office of Oral Health



Sponsorship Requirements

- Does the event have a credible track record? (Is it a well-established community event with a consistently large audience?)
- Will the event/venue work with us to capitalize on the sponsorship by initiating cross-promotions via sponsorship workshops or producing post-event reports?
- Is the lead-time enough for staff to develop materials/deliverables collateral to the sponsorship in order to maximize the effect?

Risk Factors

- If the sponsorship fails to meet our objectives, can we withdraw without suffering adverse consequences, such as public dissatisfaction?
- Is the event/venue financially stable?
- Will the event/venue audience feel that our message is making a positive difference in the event?
- Have we made sure that there are no venue restrictions that might cause conflict with our program or message?

Prohibited Sponsors

The following cannot be considered for sponsorship.

Companies or organizations that promote or:

- produce sugar sweetened beverages.
- produce alcohol.
- sell weapons/ammunition, tobacco/cigarettes, or adult-oriented products/services.