

Sponsorship Guidelines

KETTERING PHYSICIAN NETWORK (KPN) is very involved with our community through events, seminars, health fairs, health prevention and awareness events and sponsorships.

To determine the best opportunities for sponsorship, KPN uses the following guidelines:

- Does the requesting charity or organization complement the mission and culture of KPN?
- Does the requesting charity or organization have a health-focused program, service or event that achieves measurable goals and outcomes?
- What aspects of health and wellness will this event promote?
- How will having a healthcare organization present at and/or sponsoring this event benefit the attendees?

CONSIDERATION OF REQUESTS

Each applicant must complete the KPN sponsorship application in its entirety to be considered. Any materials on the specific group, program or event must be submitted with the application. Consideration may take between three and six months.

APPROVAL

Sponsorships are at the discretion of the KPN Sponsorship Committee. The committee reserves the right to determine whether a request meets the eligibility requirements.

KPN SPONSORSHIP COMMITTEE

Application for sponsorship requests should be submitted to sponsorship committee for review and approval, keeping to the allocated annual budget determined by the committee at the beginning of the budget year.

The committee meets once during budget planning for upcoming budget year and once quarterly throughout the year to approve applications: December (Q1 sponsorships Jan - March), March (Q2 sponsorships April - June), June (Q3 sponsorships July - September), September (Q4 sponsorships Oct - Dec), and November for budget planning.

Sponsorship committee includes; Marketing Communications lead, Operations Directors (Primary Care, Cardiovascular Care, Ortho & Sports, Women's Health, Surgery), KPN Medical Director and Patient Experience Manager.

Sponsorship committee chair: Executive Director, Operations and Service Lines

Sponsorship Guidelines continued

BRANDING AND ALLOCATION

Sponsorships will be allocated to KPN general branding primarily or individual service lines as appropriate and as determined by sponsorship committee.

Sponsorships and logo use will be solely designated for KPN general and re-branded service lines. Individual practice names that have not been re-branded under the new KPN brand standard will not be used for sponsorships. The following can be allocated for sponsorship:

Kettering Physician Network	KPN Primary Care
KPN Cardiovascular Care	KPN Surgery
KPN Neurosurgery	KPN Women's Health
KPN Orthopedics & Sports Medicine	

BUDGET

KPN Marketing Communications manages the budget for Sponsorships and facilitates sponsorship applications and sponsorship committee. The budget is allocated amongst KPN service lines and KPN corporate with annual disbursement recommended by Marketing Communications and determined and approved by the sponsorship committee.

APPLICATION

In order to be made available online at KetteringPhysicianNetwork.org, the submission form goes to Marketing & Communications who brings any submissions to the sponsorship committee at the quarterly meetings for approval.

TIMEFRAME FOR APPROVAL

The sponsorship approval process can take between three and six months. An additional four weeks minimum is required for execution of sponsorships, including processing checks, creating ads and general fulfillment of approved requests, should also be considered when submitting an application. It is recommended to submit six months to one year prior to their deadlines.

It is recommended that operations directors announce and advise practice managers and physicians to submit now for the coming year.