

If you are interested in applying for a TakeCare sponsorship, please consider the criteria provided below, before submitting a request. These criteria and guidelines have been developed to ensure that TakeCare establishes sponsorship relationships that will serve a community need and mutually benefit TakeCare and the receiving organization.

Commercial sponsorships:

- enhances brand awareness;
- highlights products and services to relevant target audiences;
- provides opportunities for corporate hospitality or other marketing goals;
- enhances TakeCare's reputation;
- creates potential for long-term, sustainable partnership or relationship
- increases value
- motivates staff.

Selection Criteria:

Commercial sponsorships form a key part of the TakeCare's marketing programs and as such must be evaluated against the following:

- activity complements our brand values;
- appropriateness of the target audience/s;
- availability of sole sponsorship rights, or exclusivity within health plan and health care services sector;
- availability of naming rights;
- potential for benefits packages to include branding or signage, publicity, displays, advertising and access to databases;
- opportunities available to strengthen customer relations and build business relationships;
- opportunities to add value or benefits to customer and staff (e.g. through complimentary or discounted tickets);
- availability of research material or evaluation of the effectiveness of the sponsorship;
- risk of controversy and / or the possibility of negative publicity.

The following must be avoided:

- Political, partisan or sectarian associations;
- Third-party sponsorships
- Direct support for individuals.