Corporate Donation and Sponsorship Policy

PURPOSE

The Corporate Donation and Sponsorship Policy (Policy) establishes guidelines that must be followed for corporate donations and sponsorships. This may include promotional events that may not have a direct impact on members but may have provider, advocate, or general community impact. This does not include the donations and sponsorships that are vetted through the Marketing and Community Engagement, Business Development or Provider Network Management Departments.

DEFINITION(S)

**Donations:** Acts of financial support of a program or service. Corporate donations may be offered with conditions or specific personal demands; however they do not demand commercial advertising in return for the donation.

**Sponsorship:** Acts of financial support of a program or service where the sponsor receives something of value in return for their sponsorship. Most corporate sponsorships are driven by a desire to receive recognition that will further benefit the sponsor’s trade or business.

POLICY

Passport Health Plan believes in supporting our community. Financial support focuses on making our community stronger and a better place to live. It is important that all corporate donations and sponsorships must not jeopardize the Plan’s fiscal integrity and there must be accountability at every level in the award process. The chair of the Corporate Donations and Sponsorship Committee will be the Vice President and Chief Communications Officer.

The Committee will be comprised of The Chief Medical Officer plus a representative from at least three of the following departments:

- Medical Management (any of the clinical departments)
- Member or Provider Services
- Mission
- Provider Network Management

An annual rotation of the representatives will be entertained.

The Chief Executive Officer must approve all donations and sponsorships to ensure the donation or sponsorship is in compliance with this Policy and in accordance with the budget for donations and sponsorships prior to the disbursement of funds; but is allowed discretion to change the recommendation of the Committee should additional information be discovered/ received.
Corporate Donation and Sponsorship Committee
The Corporate Donations and Sponsorship Committee will, at a minimum consider the following when allocating funds to individuals and organizations:

- The Committee will review the application requests for events or organizations that support Passport Health Plan members; however, the appropriate application form must be submitted via the website.
- The Committee will also consider the current clinical priorities and the Category of Aid at 60% and 40% respectfully.
- The Committee will also consider the corporate goals of the organization.

Authority
As the Chairman of the Committee, the Vice President and Chief Communications Officer will evaluate all received requests and, with the agreement of at least one other Committee member, determine if an application should be forwarded to the Marketing and Community Engagement Department; the Business Expansion Department; or the Provider Engagement Department. This decision will be based upon the following Paths of Sponsorship:

- Donations and Sponsorship Committee will consider events and/or organizations that support the membership of Passport Health Plan.
- Business Expansion and Provider Engagement will consider events and/or organizations that have a direct impact on our business expansion goals and/or provides an opportunity for provider engagement.
- Advertising/Community Engagement will consider events that provide an opportunity for advertising and/or community engagement.

The final determination of those applications forwarded to a department outside of the Donations and Sponsorship Committee will be required to report their determinations back to the Committee.

The Corporate Donation and Sponsorship Committee will have the following responsibilities:

- Inform the public of the corporate donations and sponsorship application process.
- Establish deadlines for corporate donations and sponsorship application submission.
- Document and maintain all Committee decisions.
- Provide, at a minimum, an annual report to the Board of donations and sponsorships.
- Provide a quarterly report to the Department for Medicaid Services listing all of the organizations and/or events that have received a corporate sponsorship or donation.
- Record all discussions in the Committee meeting minutes.
- Apply consistent agreed upon criteria to determine whether to provide funds as a donation or for a sponsorship.
- Provide written notification of the Committee’s determination to the requestor.