

Sponsorship Program Guidelines & Eligibility

Please review this document before submitting your application through this [sponsorship form](#). We look forward to partnering with you to support the health and well-being of children and families in our community.

Purpose

At Stanford Medicine Children's Health, our Sponsorship Program is one way we invest in community partnerships. We support events that align with our mission, promote health and equity, and strengthen meaningful connections with the communities we serve.

Sponsorships focus on events that improve conditions for children and families in our community. While many align with our three core Community Health Needs Assessment (CHNA) priorities – economic stability, healthcare access, and youth mental health – we also welcome requests from organizations working to address broader social drivers of health. All requests are reviewed on a rolling basis throughout our fiscal year (September 1 – August 31) using a scoring rubric that considers CHNA alignment, equity, and overall strategic fit.

Funding Practices

We aim to be thoughtful and responsible in how we support community events. Sponsorship decisions consider several factors, including:

- **Community connection:** We look for organizations and events that share our mission and values, and that help strengthen connections with children and families in our community.
- **Strategic alignment:** Events that address our CHNA priorities or broader social drivers of health for children and families are strong fits.
- **Event impact:** We consider the potential for an event to make a positive difference in the community and how it contributes to improving conditions for kids and families.
- **Internal engagement:** We consider opportunities for our staff and leaders to be meaningfully involved.

Type of Events Sponsored

We sponsor events that align with our health priorities, such as fundraisers, advocacy events, and summits.

Eligibility Criteria

We only sponsor organizations that serve children, youth, and their families in our primary service area (San Mateo, Santa Clara, Santa Cruz counties).

We sponsor events that:

- Serve vulnerable populations.

- Are hosted by community-based organizations (CBOs), nonprofits or coalitions with demonstrated local trust and impact.
- Align with our FY26-28 health priorities.

In line with our strategic focus, there are certain types of events and organizations that **we do not fund** through our sponsorship program. These include:

- **Sporting Events and Conferences:** While we recognize the value of sporting events and conferences, our sponsorship program focuses on supporting events that directly align with our health priorities.
- **Events Not Aligned with Health Priorities:** Sponsorships are awarded based on their alignment with our health priorities. Events that do not directly contribute to these priorities may not be eligible for sponsorship.
- **Lack of Strategic Fit:** We assess sponsorship opportunities based on their strategic alignment with our organizational goals and community benefit priorities. Events that do not align with our mission, values, or strategic objectives may not receive funding.