

## Guidelines for MPCA Sponsorship

Missouri Primary Care Association (MPCA) is a non-profit organization founded in 1984 as a partnership of Community Health Centers (CHCs). MPCA's mission is to be Missouri's leader in shaping policies and programs that improve access to high-quality, community-based, and affordable primary health services. MPCA works to assure such access through its programs, activities, membership, and the provision of training and technical assistance to its member Community Health Centers and local communities.

MPCA's members, Missouri's Community Health Centers, are non-profit, locally controlled organizations serving low income and medically underserved communities. Missouri's Community Health Centers provide high-quality, affordable primary care and preventive services, and often provide on-site dental, behavioral health, and enabling services.

Community Health Centers:

- Are the choice for care and serve as the medical home for 450,000 Missourians through 1.65 million annual visits;
- Provide such care through 190 accessible locations; and
- Directly support 3,000 full-time jobs.

The Value of Sponsorship:

An investment in the MPCA Sponsorship program will provide sponsors access to an extensive, well-established primary care infrastructure, maximizing organizational exposure to MPCA membership and MPCA staff. Sponsorship provides opportunities for an organization to distinguish itself and build key relationships amongst Missouri's Community Health Centers and allows MPCA members to easily identify and evaluate opportunities for partnership.

MPCA seeks contributions from private organizations to support MPCA's mission on key strategic programs and overall operations.

- Funding generated through the MPCA Sponsorship program will support the programs and activities contained in MPCA's Strategic Plan. All initiatives described in the Strategic Plan align with MPCA's mission.
- Over the course of the year, MPCA may identify additional programs and activities not included in the Strategic Plan. MPCA may seek sponsorship for these activities if they align with MPCA's mission, or it may request that existing sponsorships be redirected to address these new activities.
- Sponsors can give at the Platinum, Gold, Silver, Bronze, Supporter, and Partner levels, with each level offering different benefits.

## Acceptance of Funds

### General Principles

1. Sponsorship funds are accepted by MPCA only for programs or activities that are consistent with MPCA's mission and vision. MPCA will not accept sponsorships from organizations or industries whose principles, policies or conduct conflict with MPCA's values.
2. Relationships with MPCA must preserve MPCA's credibility, independence, reputation, and integrity, and the objectivity of its information, priorities, programs and decisions.

### Sponsorship Guidelines

1. MPCA maintains its objectivity and independence from all Sponsors with respect to any activities that are developed, sponsored, or supported with Sponsorship funds.
2. Unless specifically and previously agreed upon in writing, MPCA may utilize funds from Sponsors to support the development, enhancement or implementation of MPCA programs, as MPCA determines reasonable.
3. Sponsorships for MPCA program development activity includes the following conditions:
  - a. MPCA generates support for its activities from multiple sources whenever possible.
  - b. Acceptance of funding for program development comes with the understanding that MPCA will maintain its objectivity and commitment to a quality result. A sponsor's preferences regarding program design, content or policies will not necessarily be reflected in the program.
4. Acceptance of sponsorship funding does not imply MPCA endorsement of a company's industry, products, services, programs, or activities.
5. MPCA may accept sponsorships to support its Missouri Community Health Foundation.
6. MPCA will recognize Sponsors as outlined in the sponsorship arrangement.
7. MPCA *must* approve, in writing, the use of MPCA's corporate name and logo when used by a sponsor in relationship to its Sponsorship.
8. MPCA shall retain independence and control over all programs and projects, legal rights to MPCA's corporate name and logo, as well as distribution control of all products bearing the MPCA corporate name and logo.

### 2016 Corporate Sponsorship Opportunities

Based upon an organization's cumulative annual support to MPCA there are six designated levels for Sponsor recognition.

▪ Platinum Sponsor	\$20,000 and above
▪ Gold Sponsor	\$15,000 to \$19,999
▪ Silver Sponsor	\$10,000 to \$14,999
▪ Bronze Sponsor	\$5,000 to \$9,999
▪ Supporter Sponsor	\$2,500 to \$4,999
▪ Partner Sponsor	\$1,000 to \$2,499

Note: All references to benefits provided at MPCA's annual conference and the Community Healthcare Awards of Excellence ceremony are made with the presumption that sponsorship is received in reasonable advance of said events.

**Platinum Sponsor Level:**

- ✓ Featured as a premier sponsor at MPCA's annual conference and recognized at the Community Healthcare Awards of Excellence ceremony
- ✓ All Gold Level benefits

**Gold Sponsor Level:**

- ✓ Four admissions to MPCA Community Healthcare Awards of Excellence ceremony
- ✓ Full-page corporate ad in all MPCA newsletters
- ✓ All Silver Level benefits

**Silver Sponsor Level:**

- ✓ Letter of introduction emailed to member CEOs from MPCA CEO
- ✓ Two complimentary annual conference registrations
- ✓ Half-page corporate ad in all MPCA newsletters
- ✓ All Bronze Level benefits

**Bronze Sponsor Level:**

- ✓ Assigned primary point of contact with MPCA to answer questions and facilitate discussion
- ✓ Opportunity to Exhibit at MPCA's annual conference, fee waived for one booth
- ✓ Two complimentary admissions to MPCA Community Healthcare Awards of Excellence ceremony
- ✓ All Supporter Level benefits

**Supporter Sponsor Level:**

- ✓ One complimentary admission to MPCA Community Healthcare Awards of Excellence ceremony
- ✓ Quarter-page corporate ad in all MPCA newsletters
- ✓ All Partner Sponsor Level benefits

**Partner Sponsor Level:**

- ✓ Corporate Name and logo on Web materials associated with MPCA's annual conference
- ✓ Corporate Name and logo on annual conference printed materials