

# Media Sponsorship Guidelines

Seattle Children's Hospital's Marketing Communications Department (MarComm) maintains and improves communications among Children's, other health-related organizations, all branches of the media and the general public. Its responsibilities include production of all advertising, publications, media relations, multimedia, Web sites and internal and external communications. Through the Foundation/Guild marketing manager, the Guild Association can benefit from this resource.

The Foundation/Guild marketing manager can provide information and guidance to help promote Guild Association projects and events. The marketing manager can also guide you on what media outlets may be appropriate for sponsorship and how they should be contacted.

**When promoting guild events, all media sponsorships must be reviewed and approved by the Foundation/Guild marketing manager.**

## Sponsorship Request Process

Follow these steps to request media sponsorship for your guild's event or project:

- > For Community Media
  1. Draft a media sponsorship proposal.
  2. Send to marketing manager for review and approval.
  3. Ask media for sponsorship.
  4. Follow up with community media to secure sponsorship.
  5. Let marketing manager know of sponsorship outcome.
- > For Regional Media
  1. Connect with marketing manager to coordinate a plan for desired media sponsorship.
  2. Draft a media sponsorship proposal.
  3. Send to marketing manager for review and approval.
  4. Ask media for sponsorship.
  5. Follow up with community media to secure sponsorship.
  6. Let marketing manager know of sponsorship outcome.

## How to Draft a Media Sponsorship Proposal

The following questions help you outline your sponsorship proposal draft:

- > What am I trying to accomplish? (For example: drive people to an event, encourage the purchase of an item, etc.)
- > Who is the intended audience?
- > What is the best way to reach my audience? (For example: editorial media, sponsorship, e-mail blasts, flyers, etc.)
- > How would a media partner help me reach this audience?
- > Why would a media partner be interested in my event? Would it attract their readers/viewers/listeners? In other words, how would my event benefit the media partner?
- > Do I want to reach a local community (using community media such as *The Woodinville Weekly*, *Bainbridge Island Review*, local cable station, etc.) or a larger audience (through regional media such as *The Seattle Times*, *The Olympian*, KOMO 1000 News or KING TV)?

## Contact Information

**Allison Broadgate, Foundation/Guild Marketing Manager**  
PO Box 5371 M/S S-200  
Seattle, WA 98105  
(206) 987-2834  
(206) 469-3658 (pager)  
allison.broadgate@seattlechildrens.org



**Guild Association**