

## Sponsorship Score Sheet (for internal use)

QUALIFIER	SCORING CRITERIA	NOTES	POINTS
Aligns with Good Samaritan's mission, vision and/or strategic initiatives	<i>1-5 points</i> 1 point – No connection 3 points – Moderate connection 5 points – 100% connection		
Meets CHNA goals: 1. Increase access to care 2. Increase health literacy 3. Increase physical activity	<i>1-5 points</i> 1 point – No connection 3 points – Moderate connection 5 points – 100% connection		
Organization or event reaches patients and families we serve	<i>1-5 points</i> 1 point – Does not reach 3 points – Moderately reaches 5 points – 100% reaches		
Organization or event reaches underserved populations	<i>1-5 points</i> 1 point – Does not reach 3 points – Moderately reaches 5 points – 100% reaches		
Organization or event provides Good Samaritan with visibility in key markets	<i>1-5 points</i> 1 point – No visibility 3 points – Moderate visibility 5 points – 100% visibility		
Sponsorship provides positive exposure for our brand	<i>1-5 points</i> 1 point – No perception 3 points – Moderate perception 5 points – 100% perception		
Restrictions	<i>-2 points</i> – Religious cause <i>-2 points</i> – Athletic program <i>-2 points</i> – Political organization <i>-2 points</i> – For profit business <i>-2 points</i> – Capital campaign or endowment <i>-2 points</i> – Good Samaritan already contributing to similar <i>-2 points</i> – Less than 80% goes to charity		
<b>TOTAL SCORE</b>	1-10: Decline; 11-20: Possible Consideration; 21+ High Consideration		

**Donation Request:**     **Approved**                       **Denied**

In the amount of: \_\_\_\_\_ Date: \_\_\_\_\_

Notes regarding decision: \_\_\_\_\_