



An independent licensee of the Blue Cross and Blue Shield Association

Community Giving Guidelines

Each year, Blue Cross Blue Shield of Wyoming (BCBSWY) supports communities throughout our state with donations and sponsorships. We are proud of our community investments and value the important work organizations are doing to keep Wyoming citizens healthy. BCBSWY receives many requests for support from various community groups and organizations. We do our best to match our limited discretionary funds with programs and community events that align with our mission. When deciding to apply for a sponsorship, please consider the following information.

Sponsorship proposals are reviewed regularly based on the following criteria:

- Aligns with Blue Cross Blue Shield of Wyoming's mission to help Wyoming citizens receive and pay for the health care they need
- Helps children live healthier lives
- Supports improved health and wellness
- Reaches communities across Wyoming
- Availability of budget

Sponsorship level is determined on the following criteria:

- Tangible benefits associated with the partnership
- Opportunity to create long-term value
- Ability to reach targeted audiences
- Positive exposure for BCBSWY

Sponsorship priority will be given to the following (but not limited to):

- Health and wellness events
- Youth related events & activities
- Community non-profit organizations
- Logo items/giveaways & gift baskets
- Employee requests

Sponsorships for national organizations must be centered on a local or regional event.

Contributions may also include staff time and other non-financial resources for projects and activities that support our giving priorities through our **Blue Cares Committee**.

Please email your request to BlueCrossBlueShieldWyoming@bcbswy.com or mail to the attention of BCBSWY Community Giving at PO Box 2266, Cheyenne, WY 82003.

Thank you for thinking of Blue Cross Blue Shield of Wyoming for this opportunity.

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Event and Sponsorship Request

Requests should be submitted at least 8 weeks prior to the event.

Organization Name: _____

Contact Name: _____

Phone: _____ **Email:** _____

Event Information

Event Title: _____

Event Date(s): _____ **Event Location:** _____

Target Audience: _____ **Expected Attendance:** _____

How does this opportunity align with the BCBSWY sponsorship guidelines?

What level of support is requested?

Will recognition be given to BCBSWY as a sponsor? If so, how, when and where?

When is funding or in-kind donation needed by? _____

Please attach sponsorship materials and/or letter requesting support.