

Lovelace Health System Sponsorships and Community Events

Policy

It is the policy of Lovelace Health System (LHS) to provide financial or in-kind support to events, organizations, or programs, which benefit or take place in New Mexico communities in which LHS has a presence, and are relevant to LHS strategic goals and mission.

The amount of financial support or in-kind services given by LHS will be based on how effectively the program or event supports the mission, goals and interests of LHS, as well as organizational funds available for this purpose. While LHS is committed to supporting New Mexico's cultural diversity, special emphasis will be given to events, organizations, or programs, which promote health and wellness.

To be considered for a donation, a sponsorship or community event, request form must be completed and submitted to the Marketing/Communications Department no less than **45 days prior to the event or program**. The request should include information on how requested funds are to be used, how the project supports LHS goals, and how LHS will be recognized for its contribution.

The Marketing/Communications Department will make a recommendation to the Community Benefits Committee (CBC). The CBC will review the recommendation and will make the final decision of sponsorship, typically within five business days. All sponsorship levels will be determined by the CBC. Once approved or denied, the Marketing/Communications Department will notify the requestor of the decision. For approved sponsorships, the Marketing/Communications Department will coordinate arrangements such as supplying logos, ads, etc. and the requestor is required to submit an invoice and W-9 to start the payment process.

Fundraising

LHS does not directly collect money for, or on behalf of, charitable organizations. We encourage all employees to support charitable organizations by volunteering their personal time. To donate money to a company-supported event that LHS is sponsoring, employees can make contributions directly to the nonprofit organization and LHS will arrange for a representative from the nonprofit organization to be present to collect those donations. Exceptions can be made on a case by case basis.



Guidelines

- Because of LHS's interest in public health and wellness, LHS will not support those events or programs directly sponsored by alcohol or tobacco products firms.
- As a rule, LHS will not sponsor political or religious-based programs or organizations.
- Individuals cannot make personal donations on behalf of LHS.
- LHS will not fund individual sponsorship requests (i.e. an individual requesting funds to participate in an event or program).
- Requests for paid advertising in charitable programs will be handled by LHS Marketing/Communications Department.
- Requests for labor or volunteer hours and in-kind contributions will be forwarded by the LHS Marketing/Communications Department to the appropriate departments for consideration.
- LHS does not generally contribute to capital fund programs.
- LHS does not generally fund non-collegian school events, nor non-collegian athletic events or teams.
- LHS recognizes that there may be instances where exceptions to the policy must be made (i.e. those events, organizations, or programs supported by LHS employees, physicians, or board members), and thus reserves the right to make any exceptions as deemed appropriate. As an exception, then, the CBC will seek input from LHS executive staff, the legal department and legislative contacts as appropriate.

Sponsorship Form

To submit a request for sponsorship of your event or organization, please complete and submit the Sponsorship Form at:

[Lovelace.com](#) > [Classes & Events](#) > [Community Education](#) > [Community Sponsorships](#)

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