

## MSFHR Sponsorship Application 2019/20

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The Michael Smith Foundation for Health Research (MSFHR), funded by the province of British Columbia, is BC's health research funding agency. MSFHR helps develop, retain and recruit the talented people whose research improves the health of British Columbians, addresses health system priorities, creates jobs and adds to the knowledge economy.

Sponsorship of events provides MSFHR with the opportunity to further our mission, build relationships, and increase our profile among stakeholder groups.

### Guidelines

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Subject to available funding, MSFHR responds to requests for sponsorships of events (e.g. conferences, symposiums, etc.) according to the following guidelines:

- The maximum amount for any sponsorship is \$5,000
- A completed **sponsorship application form** and a high-level **event budget** should be submitted to MSFHR at least 60 days prior to the activity, but earlier is preferred
- All funds received from MSFHR must be used for the activities described in the application
- Sponsored activities should take place in British Columbia (exceptions may be made)
- The use of MSFHR's logo must be in accordance with our [logo guidelines](#)
- A successful application does not imply subsequent years' sponsorship
- Post-event, MSFHR asks that the sponsored organization completes and submits a sponsorship feedback form

#### Please note that MSFHR does not sponsor the following:

- Activities that are not consistent with our [mission and mandate](#)
- Travel expenses (e.g. airfare, accommodation, etc.) for presenters or speakers
- Activities that create or appear to create a conflict of interest for the Foundation
- Activities proposed by MSFHR-funded individuals/teams where their existing MSFHR funds could be used
- Events eligible for other MSFHR funding (in particular, the [Convening & Collaborating](#) or [Reach](#) programs)
- Capital, building and endowment costs
- Political parties or candidates
- Religious organizations

## Application

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Thank you for your request for sponsorship from the Michael Smith Foundation for Health Research. Please help us better understand your activity by filling in the application below.

Submit the application along with a **high level event budget** (costs and expected revenues including from registration fees and sponsorships overall, specifying the amount requested from MSFHR) to Vivian Dang at [vivian.dang@msfhr.org](mailto:vivian.dang@msfhr.org).

ORGANIZATIONAL INFORMATION	
Organization name	
Affiliated institution (if applicable)	
Organization's mission	
Address (including city and postal code)	
Main contact (name)	
Title	
Contact phone number and email	
Registered charitable # (if applicable)	
Have you requested/received sponsorship funds from MSFHR in the past? If yes, please provide amount and event details.	



SPONSORSHIP DETAILS	
Activity name	
Date(s) and location of activity	
Description of activity	
Purpose	
Sponsorship request	
How will the requested funds be used?	
Anticipated number of participants	



Activity and/or organization website	
Describe the target audience for this activity	
Describe the branding/marketing benefits for sponsors through the promotion of this activity	
Is there an opportunity for MSFHR staff to attend, present, or introduce a speaker?	
How will this event benefit British Columbia? What is the geographic breakdown of attendees?	
How will you promote this event, including traditional and/or social media, if appropriate?	
Will there be a knowledge translation component to your activity? If yes, please explain.	



<p>Why is MSFHR an appropriate sponsor for this event?</p>	
<p>Please indicate other sponsors (confirmed and potential) for this activity.</p>	
<p>Please list any additional benefits of this sponsorship (see examples on page 6; this list is not exhaustive).</p>	
<p>Will this be an annual/recurring event? If yes, please provide details.</p>	
<p>Is there anything else you would like to tell us about your event?</p>	



## Examples of Sponsorship Benefits

BENEFITS	
<b>Event materials (logo and corporate information)</b>	<p>MSFHR recognition (logo, name, web link, description) on:</p> <ul style="list-style-type: none"> <li>• Your organization's website, the event's website, and/or partner websites</li> <li>• Correspondence (e.g. email blasts to your stakeholders, target audience, etc.)</li> <li>• Event program</li> <li>• PowerPoint presentations</li> <li>• Signage</li> <li>• Posters/flyers/advertisements</li> <li>• Post-event correspondence (e.g. email blasts to your participants, stakeholders, etc. following the event)</li> </ul>
<b>Verbal recognition</b>	Acknowledging MSFHR on-site during opening/closing remarks, or at other appropriate times during the event
<b>Social media</b>	Mention of MSFHR by username on Twitter; by name on other social media channels such as Facebook, YouTube, blogs, etc.
<b>Media releases/ newsletters/articles</b>	Recognizing MSFHR by name in materials and publications
<b>Photo opportunities</b>	MSFHR participation in photo opportunities
<b>Promotional items</b>	Opportunity to include MSFHR materials and/or promo items in swag/delegate bags, for example
<b>Booths</b>	Space to set up an MSFHR booth with promotional items, alongside a tabletop display and/or pull-up banner
<b>Complimentary registration</b>	Extended to MSFHR staff
<b>Speaking opportunities</b>	Opportunity for MSFHR staff to introduce a speaker, deliver a presentation, moderate/facilitate a session/panel

## Sponsorship Criteria

The following criteria will be used to evaluate all sponsorship requests.

CRITERIA
<b>MSFHR's Mission</b>
The activity and its goal are aligned with and support MSFHR's mission. We focus on talent development, addressing priorities in BC's health research and life sciences ecosystem, fostering partnerships to inform emerging health issues, and growing capacity to improve the uptake of research evidence.
<b>MSFHR's Mandate</b>
This sponsorship aligns with MSFHR's mandate: <ol style="list-style-type: none"> <li>1. Develop, attract and retain outstanding health researchers</li> <li>2. Address health-care system priorities</li> <li>3. Identify and advance health research priorities by fostering partnerships, research opportunities and activities</li> </ol>
<b>Relationships</b>
This sponsorship presents an opportunity to strengthen existing relationships
This sponsorship allows an opportunity to build new relationships
This sponsorship presents an opportunity for MSFHR staff to participate
<b>Visibility</b>
Provides MSFHR brand awareness with our target audiences (government and health care, health research and life sciences communities)
Traditional and/or social media exposure for MSFHR
Benefits for MSFHR as outlined on page 6
<b>General</b>
This sponsorship will not create a conflict of interest for MSFHR with current partners
There is a demonstrated financial need within the organization
The request for sponsorship has been completed to our satisfaction and has been submitted at least 60 days in advance
This activity does not conflict with any of the stated exclusion criteria
This activity is taking place within British Columbia (exceptions may be made)