

If you are interested in applying for a TakeCare sponsorship, please consider the criteria provided below, before submitting a request. These criteria and guidelines have been developed to ensure that TakeCare establishes sponsorship relationships that will serve a community need and mutually benefit TakeCare and the receiving organization.

Non-profit or community activities:

- bring a lasting benefit to the local community;
- communicate and reinforce TakeCare's commitment to the community;
- enhance TakeCare's reputation as a public-spirited organization;
- motivate staff through opportunities for direct involvement where possible.

Selection Criteria:

Community activities should be evaluated against the following:

- public reputation of the recipients of support (the organization should have a positive public image);
- potential for the support to secure public awareness;
- appropriateness of the target audience/s;
- qualifications against the TakeCare's Brand Values;
- allow for a long term involvement;
- TakeCare has specific focus areas mainly within Healthcare, Education, Hospice and Community Care in terms of support;
- risk of controversy and / or the possibility of negative publicity.

The following must be avoided:

- Political, partisan or sectarian associations;
- Third-party sponsorships
- Direct support for individuals.