



# Sentara Cares

## Announcing a Grant or Sponsorship

### We Look Forward to Partnering with You

We are pleased to partner with you toward a shared vision. This guide is designed to help you announce a grant or sponsorship from Sentara Cares to your organization.

### Tips for Announcing a Grant

Please use these guidelines as you develop communication regarding your Sentara Cares grant.

Your news release should include:

- Email our team to receive logos.
- A quote from your organization's leadership.
- Clear language about the shared outcomes.
- The Sentara Healthcare boilerplate copy.
- Share your news release with Sentara before sharing it with the public by emailing it to [marketing@sentara.com](mailto:marketing@sentara.com).

Please reach out to Sentara's Communication Team to receive logos, guidelines, and have materials approved at [marketing@sentara.com](mailto:marketing@sentara.com).

For more information,  
please visit [SentaraCares.com](https://SentaraCares.com)





# Announcing a Grant or Sponsorship

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## Tips for Sponsorship Recipients

Please use the following guidelines and tips as you develop collateral and other materials for your Sentara Cares supported event.

Your news release should include:

- Email our team to receive logos.
- Please share draft documents that include our logo for review with the Sentara marketing team at [marketing@sentara.com](mailto:marketing@sentara.com).
- If sponsorship logos are hyperlinked on your website, please direct our logo to [Sentara.com](https://www.sentara.com).

## About Sentara

Sentara Healthcare celebrates more than 130 years in pursuit of its mission – “we improve health every day.” Named to IBM Watson Health’s “Top 15 Health Systems” in 2018 and 2021, Sentara is an integrated, not-for-profit system of 12 hospitals in Virginia and Northeastern North Carolina, including a Level I trauma center, the Sentara Heart Hospital and the Sentara Healthcare Cardiovascular Research Institute, the Sentara Brock Cancer Center and the accredited Sentara Cancer Network, two orthopedic hospitals, and the Sentara Neurosciences Institute. The Sentara family also includes a medical group, home care and hospice, ambulatory outpatient campuses, advanced imaging and diagnostic centers, a clinically integrated network, Nightingale Regional Air Ambulance, the Sentara College of Health Sciences and the Optima Health Plan and Virginia Premier Health Plan serving 858,000 members in Virginia and North Carolina. With more than 29,000 employees and ranked one of Forbes “America’s Best Employers” in 2018, Sentara is strategically focused on clinical quality and safety, innovation and creating an extraordinary health care experience for our patients and members.

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