



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.
- Please reference Sentara Healthcare when acknowledging the award.

Please reach out to Sentara's Communication Team to receive logos, guidelines, and have materials approved at marketing@sentara.com.

For more information,
please visit 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.
- 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.” Sentara is an integrated, not-for-profit health care delivery system with more than 29,000 employees (including 1,375 physicians and advanced practice providers), 12 hospitals in Virginia and Northeastern North Carolina and the Sentara Health Plans division which serves over 900,000 members. Sentara is recognized nationally for clinical quality and safety, and is strategically focused on innovation and creating an extraordinary health care experience for our patients and members. Sentara was named to IBM Watson Health’s “Top 15 Health Systems” in 2021 and 2018, recognized as a “Best Employer for Women” by Forbes in 2020, and ranked as one of Forbes “America’s Best Employers” in 2018.

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