

MVP HEALTH CARE GUIDELINES FOR CORPORATE SPONSORSHIPS AND COMMUNITY SUPPORT

MVP is committed to making a positive difference in the communities where its members and employees live and work.

What We Support

Eligible organizations are entities that are community-based, non-profit, volunteer, public service or charitable organizations serving communities within MVP's service area.

MVP focuses its financial community support on programs and events in its service area that:

- Promote wellness, fitness and healthy lifestyles;
- Enhance the health of individuals and our communities;
- Improve the effectiveness and efficiency of health care; or
- Enhance the vitality of the Capital Region, Greater Rochester or a community within MVP's service area.

How We Prioritize

Sponsorship proposals are evaluated against and prioritized according to the six general criteria listed below. These criteria have been developed to ensure that MVP establishes sponsorship relationships that will mutually benefit MVP and the requesting organization.

1. Geographic Criteria

Preference will be given to proposals related to the Capital Region or Greater Rochester, and all proposed community sponsorships must relate to a community within MVP's service area.

2. General Criteria

The proposed community sponsorships that meet MVP's geographic criteria will be evaluated against and prioritized according to the six general criteria listed below.

- Tangible, measurable benefits associated with the partnership.
- Opportunity to create value.
- Ability to reach targeted audiences and build key relationships.
- Positive exposure for the MVP brand.
- Potential to be coordinated with other MVP initiatives; and

- Supports a current relationship by an MVP employee who volunteers time serving on the organization's Board of Directors or in another leadership capacity.

Ineligible Organizations and Activities

While MVP reserves the right to sponsor any organizations or activities that meet our business needs, we generally do not consider community sponsorship proposals from or related to:

- For-profit business organizations;
- Donations or support to general capital campaigns, endowments, or memorials;
- Requests that benefit an individual, family, or group;
- Religious activities, in whole or in part, for the purpose of furthering religious doctrine;
- Organizations that pay a contingency bonus or other compensation related to funds attributed to MVP's support;
- Political candidates, activities, or organizations; and
- Personal appeals for funding of individual medical care, insurance coverage for individuals, scholarships, tuition, educational expenses, conference registration, etc.

If you are interested in submitting a proposal for MVP sponsorship, please visit our website at www.mvphealthcare.com to download an application.

If you have any questions, please contact:

Corporate Social Responsibility
MVP Health Care
625 State Street
Schenectady, NY 12305
corporatesocialresponsibility@mvphealthcare.com

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HOW TO APPLY

Thank you for your interest in MVP Health Care's community support program. We request that proposals for 2013 be submitted by October 12, 2012.

Noted below is information regarding:

1. To whom proposals should be submitted;
2. What elements should be included in the proposal; and
3. Some specific limitations on MVP's sponsorships.

To apply for support, requests (or questions) should be directed to:

Corporate Social Responsibility
MVP Health Care
625 State Street Schenectady, NY 12305
corporatesocialresponsibility@mvphealthcare.com

Requests should include the following:

- Sponsoring organization information, including: verification of not-for-profit status; contact information for person submitting application (name / address / daytime phone number / email address);
- Event or program description, including time / date / location / expected attendance;
- A brief (500 words or less) statement about how the event/program meets MVP's sponsorship criteria;
- Specific benefits MVP will receive from the sponsorship at various levels of support. (Note: a range of options provides greater flexibility to determine potential support);
- Information about the population and geographic location your organization serves;
- List any other committed sponsors of the event/program and the level(s) of those commitments;
- Please indicate whether other health benefits companies are committed or have been approached to sponsor the event/program; and
- Please indicate whether your organization is a current customer of MVP Health Care.
- Please indicate if an MVP employee sits on your board or volunteers for your organization. If yes, please identify the MVP employee and his/her role with your organization.

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