

Tobacco Prevention and Cessation Program

Sponsorship Application Policy

- I. Sponsorship Application Timeline
 - a. Posted on TPCP Website and www.stampoutsmoking.com
 - b. Applications Accepted
 - i. July 1 – September 1 (or as long as funds are available)
- II. Sponsorship Application Criteria
 - a. Application must be complete in its entirety
 - i. Incomplete applications will not be reviewed
 - b. Event Purpose must support one or more of the TPCP activities listed below. The supported event must be highlighted in the application.
 - i. State and Community Interventions
 1. multiple societal resources working together to have the greatest long-term population impact
 - ii. Health Communication Interventions
 1. media interventions to prevent tobacco use initiation, promote cessation, and shape social norms
 - iii. Cessation Interventions
 1. coordinating and supporting tobacco use treatment that is accessible to all Arkansans in the most cost-effective manner possible
 - iv. Surveillance and Evaluation
 1. monitoring process and outcomes that are science-based and that demonstrate effectiveness
 - v. Administration and Management
 1. assuring that the TPCP's complex integrated programs have staff with the necessary experience, training, and oversight to provide appropriate fiscal management, accountability, and coordination
- III. Total Sponsorship Budget
 - a. Sponsorships **will not** exceed \$10,000 per event
 - b. Sponsorships are considered on a year-by-year basis
 - i. Multi-year sponsorships are not available
- IV. TPCP Focus Areas
 - a. Disparate populations
 - b. Youth
 - c. Smokeless tobacco
 - d. Cessation
- V. Sponsorship Eligibility Criteria
 - a. Events eligible for funding commitments between \$1,000 to \$10,000 and are allowed to display TPCP, SOS, and/or ADH names and logos on event collateral and/or within media plans include:
 - i. Tobacco-free events
 - ii. Events where the purpose is directly linked to the CDC Best Practices for interventions

- b. Events eligible for funding commitments of \$1,000 or less and are not allowed to display TPCP, SOS, and/or ADH names and logos on event collateral and/or within media plans include:
 - i. Events that are **not** tobacco-free
 - ii. Events where the purpose is not directly linked to the CDC Best Practices for intervention
- VI. Sponsorship Evaluations
 - a. All events must be evaluated. Evaluations are due within 72 hours after conclusion of event to TPCP and/or their designee.
 - b. Events not evaluated may not be eligible for future sponsorship funding through TPCP.