



Policy Title: Sponsorship		
Department: Contracts		
Date Issued: 02/07/2012	Revised Date: 05/17/2024 Review Date: 05/17/2024	
CEO Approval: 	Effective Date: <u>9/22/2024</u>	

**POLICY:**

It is the policy of Central Florida Cares Health System, Inc. (CFCHS) to comply with the Florida Department of Children and Families’ (Department) requirement on the use of state funds in publicizing, advertising, or describing the sponsorship of a program that is fully or in part financed by state funds as required by section 286.25, Florida Statutes (F.S.).

**RELATED POLICIES:** Federal, State, and the Department Requirements

**PURPOSE:**

The purpose of this policy is to provide guidelines to ensure that all publicity and advertising pertaining to CFCHS contains the language: “Sponsored by Central Florida Cares Health System, Inc. and the State of Florida, Department of Children and Families”.

**PROCEDURES:**

1. CFCHS’ Contract Manager is responsible for approving and ensuring that all publicizing, advertising or describing the sponsorship for a program funded in whole or in part using state funds shall include the phrase, “Sponsored by CFCHS, Inc. and the State of Florida, Department of Children and Families”. If the sponsorship reference is in written material, “the State of Florida, Department of Children and Families” shall be in at least the same sized font as that used for CFCHS. If the sponsorship reference is in printed or visual material, the placement, size and usage of the CFCHS and State of Florida, Department of Children and Families logos will be approved by CFCHS’ Contract Manager.
2. CFCHS’ CEO or COO is responsible for approving the content of any printed or visual material where the Florida Department of Children and Families (Department) and CFCHS are identified as sponsors.
3. The Subcontractor shall submit any such publicity, advertising, social media platforms or sponsorship description to CFCHS Contract Manager for written approval prior to printing or publishing.