

Entrant's name and organization: Carolyn Schainker, St. Louis Children's Hospital

Title of project/entry: *Partnership with The Magic House, St. Louis Children's Museum*

Brief description of your community and your health care organization:

St. Louis Children's Hospital is one of the premier children's hospitals in the United States. It serves not just the children of St. Louis, but children across the world. The hospital provides a full range of pediatric services to the St. Louis metropolitan area and a primary service region covering six states. As the pediatric teaching hospital for Washington University School of Medicine, We offer nationally recognized programs for physician training and research, have 250 beds and 3,000 employees.

Statement of problem/opportunity:

Problem: We were inundated with requests from organizations for sponsorship dollars. The requests were many, and required our marketing team to spend quite a bit of time assessing each one.

Given our limited marketing resources available, we had to carefully select sponsorships that had multifaceted opportunities, not limited, typical sponsorship benefits, such as a logo on a program brochure.

Opportunity: A nationally recognized local institution—The Magic House, St. Louis Children's Museum—asked us to financially sponsor a permanent exhibit. Instead of saying "yes," we proposed an expanded partnership to include joint decision-making regarding the exhibit and the formation of co-sponsored programs with an on-going, on-site presence at their location.

Project goals and objectives: To select a child-friendly, nationally recognized organization with a large family base and a mission similar to ours to give us the opportunity to:

1. Establish and pilot criteria for assessing and selecting sponsorship opportunities to reduce time spent on sponsorship assessment and to reduce poor sponsorship decisions.
2. Leverage the two institutions' collective reputations.
3. Develop new programs that are child and parent friendly.
4. Access the parents and children who frequent the partner's business.

Audience: Families with children age 0-12

Reason for choosing this format: We wanted to shed the mundane sponsorships where our hospital name or logo was lost in a sea of other corporate sponsors. We decided to focus instead on cultivating several very multifaceted partnerships. The Magic House (TMH) is an excellent example of our success.

Total cost of Partnership:		Free Friday Nights	\$ 2,700
For Baby and Me Exhibit	\$ 5,000	Fitness First Fridays	\$ 2,400
Children's Village Hospital Exhibit	<u>\$10,000</u>	Safety Stop Sundays	\$22,750
TOTAL SPONSORSHIP FEES	\$15,000	My First School	<u>\$ 3,900</u>
		TOTAL SALARY/MATERIAL COSTS	\$31,750

TOTAL PARTNERSHIP COSTS **\$46,750**

Implementation: The hospital's communications and marketing department had several sponsorship requests it was considering. None presented any unique opportunity; all promised over-estimated market reach with little in terms of measurement. We decided to stop only reacting to requests. We decided to proactively approach TMH for partnership opportunities.

Our timing was fortuitous. TMH was just beginning to consider the replacement of an old exhibit and wanted something completely new. We came along and they saw a willing sponsor with money. We saw a great organization with partnership potential. We began to slowly develop a list of criteria we needed met to make this relationship into the partnership for which we were looking. Over the months that followed, the hospital agreed to sponsor a new exhibit called the *Children's Village Hospital*. This in itself would not have been significant, but we were able to help shape the look and feel of the exhibit. This was a first for TMH. Until this exhibit, TMH would find an exhibit sponsor who would donate money and receive their name on a plaque. The sponsor had no involvement in the creation of the exhibit itself. In our situation, we lobbied for and eventually received a place at the planning table. This allowed us to create an exhibit that has our hospital's color scheme, our logo on the various props used, and our educational messages we want parents to learn.

We also agreed to sponsor another exhibit that needed refurbishing called *For Baby and Me*. Similar to the *Children's Village Hospital*, we were able to confer on the décor and provided all of the educational messages the parents receive about the growth and development of their baby.

Had we stopped here, we would have had two excellent exhibits, clearly sponsored by St. Louis Children's Hospital, but it would have fallen short of our partnership goals. We went on to plan several other joint programs that allow us to reach our target audience, all with no fees paid to TMH:

- **Free Friday Nights:** TMH monthly event where community can visit free of charge
- **Fitness First Fridays:** TMH monthly event committed to Children's health and well-being
- **My First School:** Nine-week, fun and creative pre-school program offered by TMH for toddlers
- **Safety Stop Sundays:** *Safety Stop* is our safety store at the hospital; Opened a satellite at TMH every Sunday; car seat, helmet and home safety consults are provided and equipment is sold at discounted prices

The addition of these on-going programs is what created a partnership, rather than a sponsorship, with TMH.

What portion of the entry was created internally and externally?

The exhibits were created by TMH. All of the artwork provided by the hospital to TMH was created internally, as is the Web site. All of the printing of hospital educational and marketing material and the design and writing of the hospital newsletter is done externally.

Results and evaluation:

We created a list of partnership criteria TMH met and will help shape all future sponsorship requests:

1. **Stellar reputation in our community:** Recognized by Nickelodeon, Orbitz, Family Fun Magazine, named nation's top family attraction in "child appeal" by Zagat, recipient of the 2010 Better Business Bureau's TORCH Award, top 10 kid attraction on any St. Louis list
2. **Logical brand connection:** Not-for-profit, dedicated to educating children and their parents through hands-on learning, rated as top in their industry, children are protected, nurtured and celebrated
3. **Strong parent interest/involvement:** >550,000 annual visitors, exhibits encourage parents to interact with their children, teaching moments for parents are built into exhibits
4. **Decision-making responsibilities:** Included us in design meetings, used educational ideas from us
5. **Exclusivity:** Agreed that no other children's healthcare provider would have an exhibit in the Children's Hospital Village
6. **On-site involvement:** On-site once a month for Free Friday Night/Fitness First Fridays, on-site every Sunday for Safety Stop
7. **Ongoing relationship:** Plan to grow Safety Stop program, TMH continues to ask us to be involved in other ventures
8. **Multiple layers of involvement:** Five different programs/exhibits with discussion around others
9. **Measurable results:** 550,000 visitors came to TMH June, 2010-May, 2011
 - For Baby and Me
 - >50,000 families with young children went through this part of the museum
 - Children's Village Hospital
 - Broadcast stories about grand opening = 72,859 Nielsen Audience
 - Print article in Washington Missourian = 25,828 reach
 - 129,119 FaceBook impressions in the first month of opening; 28,835 impressions of photos of the grand opening
 - TMH publications including quarterly visitors' guide, annual report listing, on-going Web site listing, including "partners" page
 - Free Friday Nights/Fitness First Fridays/My First School
 - TMH publications including quarterly newsletter reaching 5,500 families, Web site listing with >35,000 hits/mo (includes link to our Web site), quarterly program guide, mentions in members' e-mails
 - The hospital quarterly community newsletter reaching 175,000 households, Web site listing with >110,000 hits/month
 - Personally "touched" 3,772 parents and children with our program activities
 - Safety Stop
 - Promotion same as the above programs
 - Flyers distributed to families attending all hospital community events (>800 events per year)
 - Personally consulted with 770 parents and children at Safety Stop at TMH
10. **View us as a partner, not just a sponsor:** TMH enjoys the financial support we provide yet has grown to genuinely view us as an on-going community partner