



## **Sponsorship Request Form**

**Please attach a copy of your organization's 501(c)(3) letter, W9 form along with the completed application. Incomplete applications will not be considered. Please note, applications must be submitted via e-mail to: [MaricopaSponsorships@MagellanHealth.com](mailto:MaricopaSponsorships@MagellanHealth.com).**

As contributing members of central Arizona, we care about the issues and needs that affect us all. We firmly believe that it takes each and every one of us, working together, to alleviate our society's needs. With this in mind, we provide sponsorship support to organizations, events/activities and programs that provide vital services to our community; align with our key initiatives and leadership principles; create awareness and/or provide educational opportunities about behavioral health issues; and/or, strengthen the social, economic and educational infrastructure of our community.



### **About our Leadership Principles**

Magellan of Arizona is driven by a core set of principles in everything we do to transform and improve the mental health-care system in Maricopa County. These driving principles include:

- **Voice and participation** - Give service recipients a voice in their treatment and participation in their recovery plan.
- **Family involvement** - Be inclusive of and listen to families, who are a critical component in recovery.
- **Outcomes** - Focus on recovery and resilience.
- **Community integration** - Transitioned clinics to community management to better support integration back into the community where recipients live, work and play.
- **Race and equity** - Ensure race or ethnicity are not barriers to accessing services; deliver service in a culturally sensitive and appropriate manner.
- **Provider problem solving and collaboration** - Work together to solve problems; listen to those closest to the issues and solutions.



## About our Key Initiatives

In 2013, Magellan will continue the transformation process by focusing on four key initiatives:

- **Suicide Prevention and Intervention** - The goal of this initiative is to reduce the suicide rate in Maricopa County and parts of Pinal County. It provides clinical care workers and case managers with the skills, training and resources they need to talk openly and directly about suicide. This program engages family, peers and survivors of suicide and incorporates key race and equity issues.
- **Health, Wellness and Longevity** - The average life expectancy for Arizonans with severe mental illness is reduced by nearly 32 years. To improve the length and quality of life, this initiative creates programs and a mindset throughout the system to address mind and body health and wellness. This involves developing a model of care that combines physical and behavioral health and focuses on strengthening the whole health of the individual.
- **Crisis Planning** - This initiative supports the development of proactive crisis plans for service recipients to assist them before a crisis situation happens. The initiative also helps staff plan for crises, prepare them to provide effective reactive crisis response 24 hours per day, seven days per week, and ensure they follow up after a crisis episode.
- **Clinical Care** - This initiative helps move the system to a model of clinical care management focused on creating therapeutic opportunities for service recipients and away from a broker model of case coordination focused on recipient referrals.

Below is a diagram of the Clinical Initiative Framework, which shows the clinical initiatives and how they integrate with Magellan's six cross-cutting leadership principles.





## **Sponsorship Support Guidelines**

Thank you for your interest in Magellan of Arizona sponsorship support. Sponsorship support requests are considered on a quarterly basis. All sponsorship requests must be submitted via e-mail by 5:00 p.m. on the deadline day to be considered. Submit completed applications to:

[MaricopaSponsorships@MagellanHealth.com](mailto:MaricopaSponsorships@MagellanHealth.com)

Be sure to include all supporting materials. Incomplete applications will **not** be considered.

### **2013 Magellan Sponsorship Application Deadlines:**

- **Quarter One Application Deadline** - 5 p.m., Friday, Feb. 1, 2013
  - Awardees notified by Friday, Feb. 22, 2013
- **Quarter Two Application Deadline** - 5 p.m., Friday, May 3, 2013
  - Awardees notified by Friday, May 23, 2013
- **Quarter Three Application Deadline** - 5 p.m., Friday, Aug. 2, 2013
  - Awardees notified by Friday, Aug. 16, 2013
- **Quarter Four Application Deadline** - 5 p.m., Friday, Nov. 1, 2013
  - Awardees notified by Friday, Nov. 15, 2013











The following table **MUST** be completed for the application to be considered:

Sponsor Benefits	Cost	Tax Deductible Cost
<i>Example: One table of 10</i>	<i>\$250 per ticket</i>	<i>\$100 per ticket</i>
<i>Example: 1/2 page ad in program</i>	<i>\$200</i>	

To be considered, complete application packets must be submitted electronically to [MaricopaSponsorships@MagellanHealth.com](mailto:MaricopaSponsorships@MagellanHealth.com) by 5:00 p.m. on the deadline day.