



# Arts & Culture Sponsorship RFP

This document describes the purpose of Blue Cross and Blue Shield of North Carolina's Arts & Culture request for proposals (RFP), eligibility criteria, and the procedures to follow in submitting a proposal. Please review these guidelines carefully, provide all requested information and submit your proposal in the requested format. All proposals must be submitted using the online application.

## Background

As a healthcare company, Blue Cross NC is focused on the health and wellbeing of our customers and communities. We understand the role the arts play in feeding the heart, mind, and soul of individuals in our communities. We also understand the vibrancy, diversity, and economic development that arts organizations can bring to our state. Over the years, we have had the chance to partner with many wonderful organizations to further our missions and we would like to continue these collaborations in a way that simplifies it for all parties involved.

## Purpose

Blue Cross NC has been a long-time supporter of the arts across the state and remains committed to this part of our work. Therefore, our RFP is meant to increase fairness & equity, along with simplifying the intake process. Further, the data collected during intake will live in our sponsorship database, streamlining the review, approval, and payment process. This application will be open from March 7-April 1, 2022.

## Eligibility criteria

Eligible applicants must be qualified 501(c)3 non-profit organizations in North Carolina.

Blue Cross and Blue Shield of North Carolina is especially interested in considering initiatives and programs that:

- Increase access to the arts
- Increase diversity in the arts
- Allow for client and/or employee engagement

## Evaluation Criteria

The following section describes Blue Cross and Blue Shield of North Carolina's criteria for evaluating the applications. The overall proposal and work plan will be evaluated on the following criteria:

1. Organizational Background, Commitment, and Financial Viability
2. Community Need
3. Program Development and Project Description

- a. Proposals should describe how the program or project will increase access to the arts, increase diversity in the arts, and/or allow for client and employee engagement.
4. Benefits and Assets
  - a. Creative assets such as program ads, banners, etc.
  - b. Assets such as tickets, seats, etc.
5. Evaluation and Reporting

## Selection Criteria

Proposals for arts & culture funding are limited to organizations serving North Carolina.

## Required Documents

Prior to submission, please gather the following documents. These are required for a complete application.

- Sponsorship proposal
- Signed W-9
- Most recently filed 990
- Board of Directors listing

## Proposal Timeline

The sponsorship or grant proposal must be completed and submitted using the dedicated [online RFP application](#) by **Friday, April 1, 2022**, at 5:00 PM Eastern Time. In addition to describing how your proposed project would satisfy the requirements as set forth in this document, the on-line application will prompt you to include other components in your proposal to assist Blue Cross and Blue Shield of North Carolina to better understand your organization and your proposal. Please access the on-line application [here](#).