

# Promotion and Sponsorship Policies

We are excited to see the variety of activities our patients are involved in and count it a privilege to be able to be involved in our community by sponsoring as many as possible.

As you might expect we get many requests for assistance with sponsorship and for involvement in promotional activities of our patients. These come in various forms so we have had to develop a policy for dealing with these that assesses the event or type of advertising, whether it is something that would benefit our business with some visibility, and whether it fits into the budget we have established for such expenditures.

To see that the process is followed through completely, the Doctors would like to route all such requests to their Marketing Coordinator. The Marketing Coordinator will apply the criteria to each request and consider them accordingly. It will take some time to assess but the Marketing Coordinator will advise you what action we will be taking in as timely a manner as possible.

Thank you for your understanding,

Dr. Shawn Russett, Dr. Ian McKee, & Dr. Dolly Bharwani